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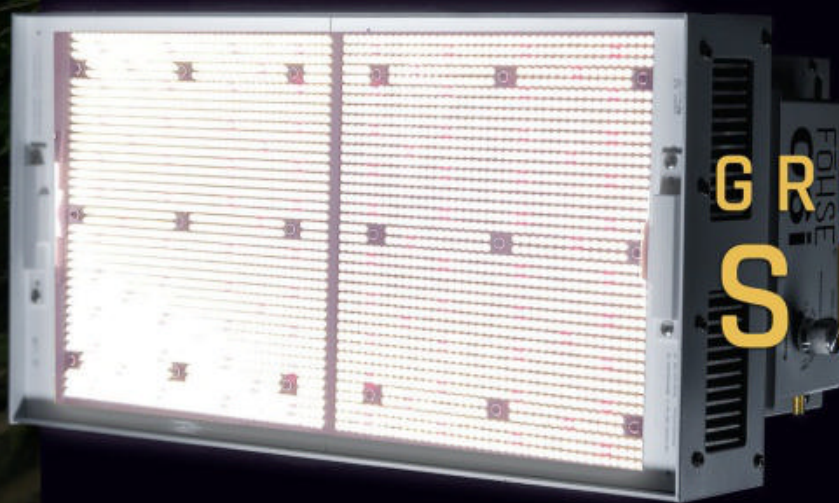
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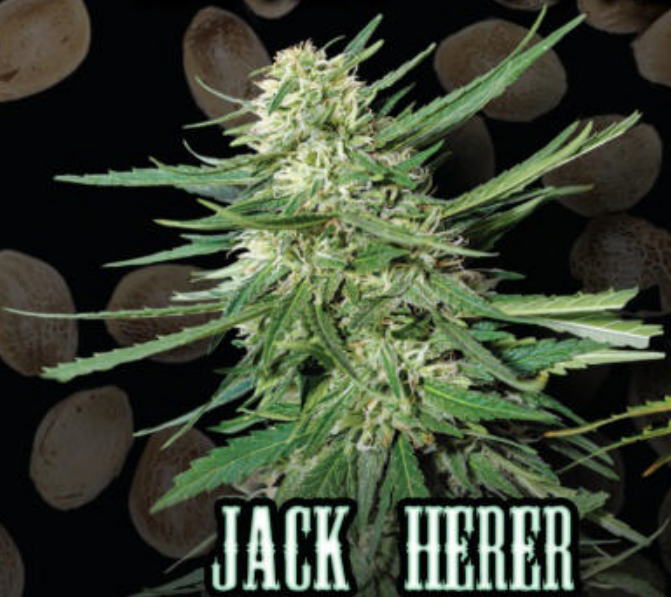


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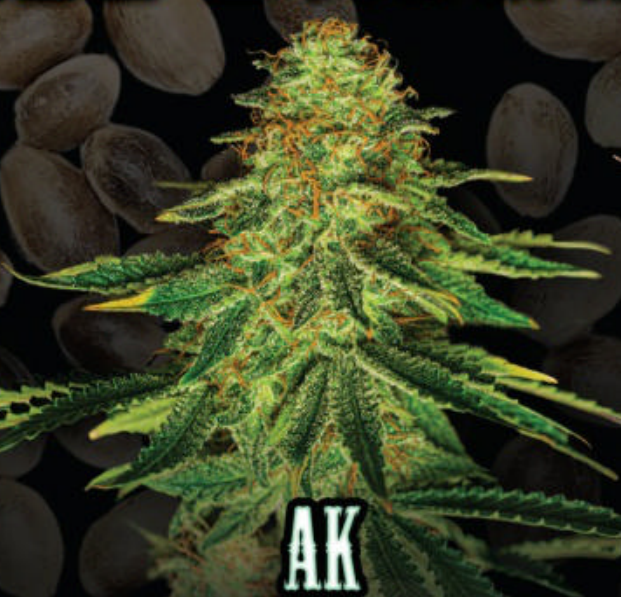
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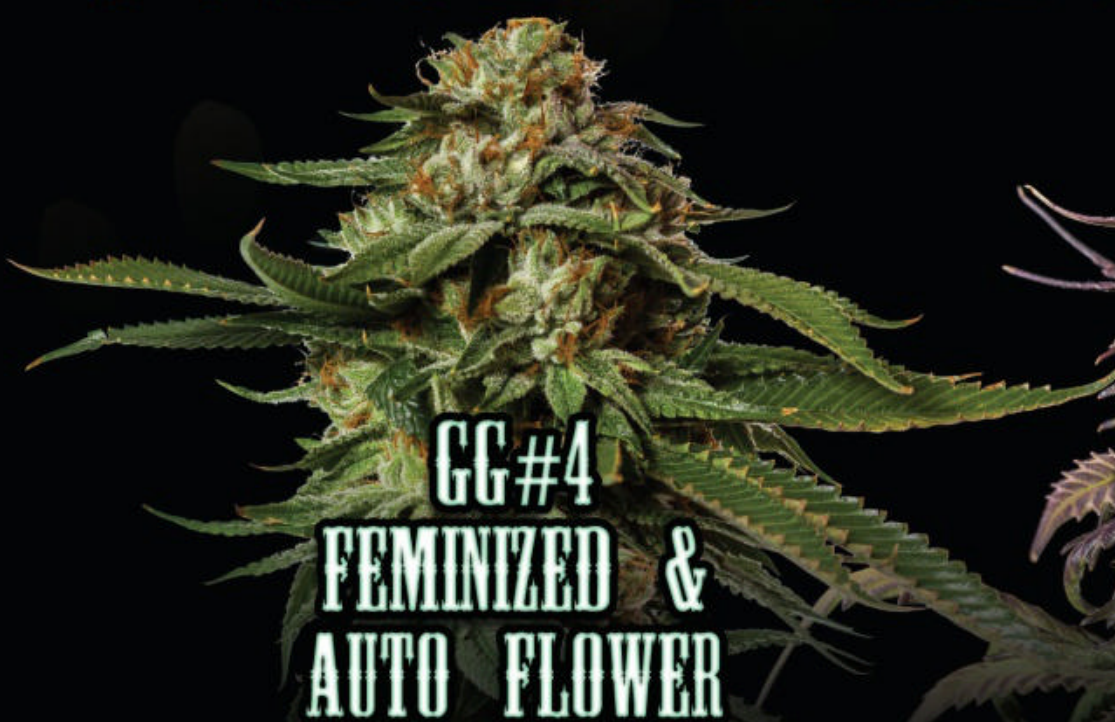


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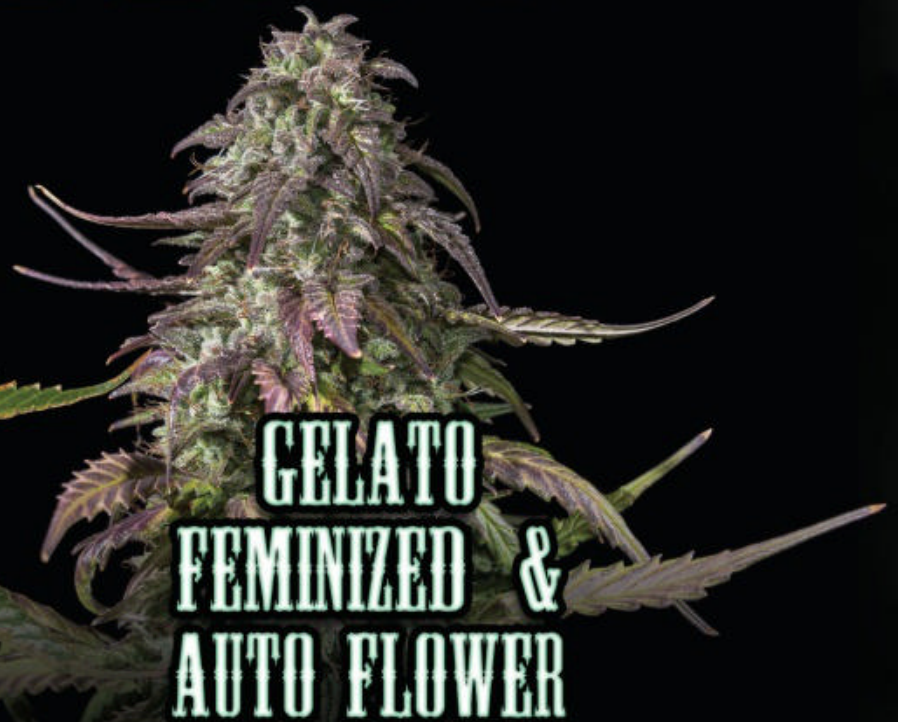


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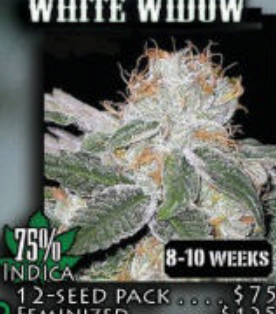
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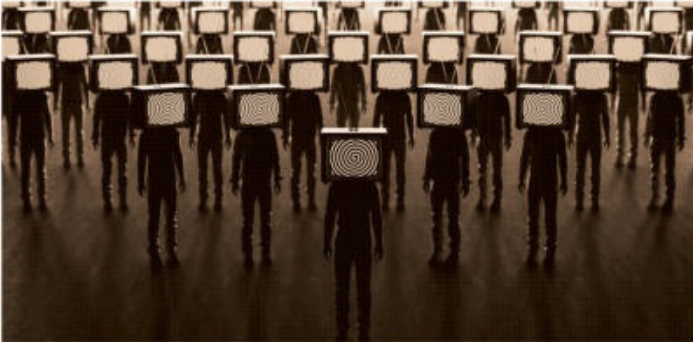
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Brand Spotlight
Cannabiotix is bringing targeted edible experiences to the masses with the launch of Highatus. The company values using high-quality ingredients in its edibles products—and who can resist vegan Sour Gummies and infused chocolate ChronBons?



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Colorful and Corrupt
The cannabis stigma that still exists today is the result of decades of propaganda from numerous sources (politicians, presidents, you name it) trying to suppress popular cannabis consumption. The history of cannabis propaganda is a vast, compelling lesson that we must always continue to learn from.



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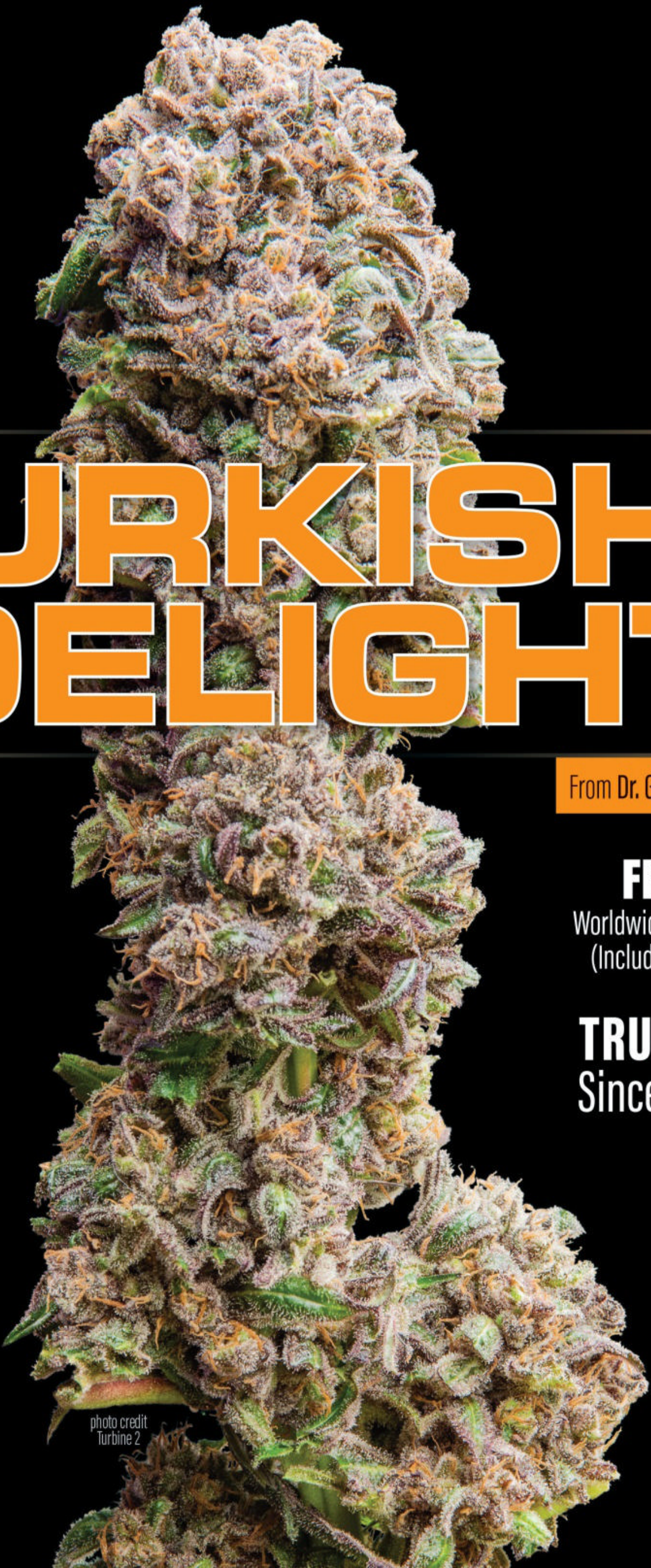
The Changing Landscape
Consumers' purchasing methods have changed over the decades—simply smelling jars of cannabis to detect quality has been replaced by seeking out the highest THC percentages. *High Times* speaks with two industry experts, Jason Beck and Josh Lertzman, to explore this shift in buying trends.

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Detecting cannabis impairment in a person is tricky business due to the fact that THC can linger in the human body long after consumption has occurred. A new study from the Massachusetts General Hospital's Center for Addiction Medicine and Harvard University are exploring a new way to tackle one of the industry's biggest problems by examining brain activation patterns.



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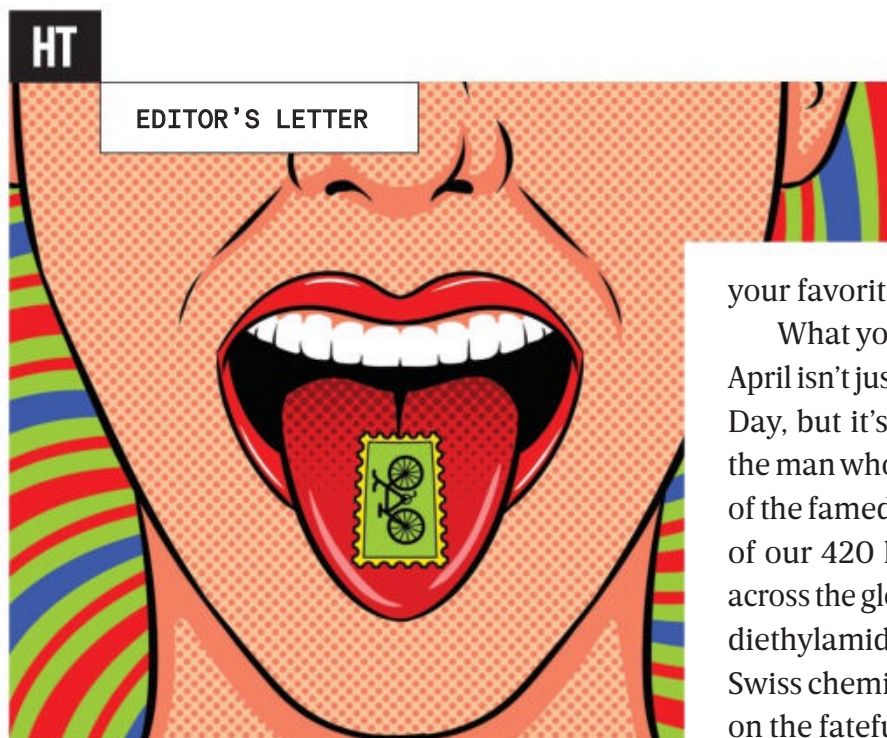
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THE ICONS OF APRIL

LET'S BE HONEST, WHO *ISN'T* COUNTING DOWN THE days to our favorite high holiday? April 20, known to cannabis consumers everywhere as 420, is THE premier cannabis day of the year—rivaling Halloween, Christmas or any birthday. To celebrate 420 this year, our Annual 420 Issue provides suggestions for the best and most classic events and concerts in various regions throughout the United States. There's no better way to commemorate your love for the plant than to immerse yourself in the crowd, enjoying live music, entertainment and showing your commitment to advocacy by lighting a joint in unison.

This year, we also explore the longstanding intersection of Earth Day (April 22) in conjunction with the 420 holiday. Come take a ride with us to be entranced by the planetary phenomenon of Mother Nature herself. Our Earth Entertainment Guide will give you an up-close-and-personal look at the many mind-blowing, far-out documentaries and shows about planet Earth and all its remarkable qualities—most of which are available to stream from the comfort of your own home, while you partake in some of

your favorite cannabis products.

What you may not have guessed is that April isn't just a celebration of 420 and Earth Day, but it's also a time to commemorate the man who first discovered the properties of the famed hallucinogen, acid. On the eve of our 420 holiday, April 19 is celebrated across the globe as Bicycle Day. Lysergic acid diethylamide (LSD) was first isolated by a Swiss chemist named Albert Hofmann, and on the fateful day of April 19, 1943, he rode his bike home after consuming a large dose of acid—giving the day its name. Learn more about this fascinating history in our exclusive deep dive to learn about his important discovery and how it changed the world. And although we don't recommend riding a bike while under the effects of acid, it's quite an interesting story to learn more about.

Keeping with a lookback to the past, we also present an all-encompassing adventure into drug and cannabis propaganda from decades ago. Look at the extensive timeline of drug propaganda and how it's a familiar battle that we're still fighting in some parts of the world.

Finally, and looking to the future, what does the current research breakthroughs on cannabis-related drug testing mean, if anything, for the modern consumer? Are reliable cannabis roadside drug tests becoming a reality, or is the modern research really just bringing us back to square one? Also, what is the modern way to approach THC percentages in a product? Although it's been a staple of cannabis marketing for so many years, is there now a better way to determine the quality of a product?

Thanks for celebrating April with us and all its potential. As a community, we're grateful to have our loyal readers still passing a joint our way, and we look forward to continuing the tradition for many years to come. **HT**

Cheers!
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TIMES THEY ARE A'CHANGING

"Ever miss the good old days? Sure legalization is great in some ways, but smoking weed used to be a lot more thrilling when it was illegal."

—Bobby, Texas

RESPONSE: Take off those rose-tinted goggles my friend. It's easy to recall the nostalgia of the past, but the immense toll it has taken on people incarcerated for small amounts of possession makes it not worth looking back. We have to focus on the here and now, and the people who are *still* in jail for weed. It's incomprehensible. Although we can look back fondly on those memories of the past, the future of cannabis is solely in our hands. How's that for getting deep?

POWER AND RESPONSIBILITY
"If the multiverse was real, I bet there would be one universe where Spider-Man is a web-slinging stoner."

—Sam, New York

RESPONSE: Somebody call up Marvel—it's time to introduce to them your friendly neighborhood stoner. No spoilers from *Spider-Man: No Way Home*, *Spider-Man Into the Spideverse* or the upcoming *Doctor Strange in the Multiverse of Madness* (it's coming out May 6, and we are STOKED), but there is 100 percent a joint smoking Spidey in the multiverse somewhere. It would be amazing for J.K. Simmons to reprise his role as *Daily Bugle* Editor-in-Chief J. Jonah Jameson to yell about how Spider-Man is capturing a string of burglars who are looting legal

cannabis businesses out there. A true man of the people!

INSPIRATION STATION

"Best place to smoke? Not just on the couch where you're comfy, but like, where do you guys think is the best place in the world?"

—Wendy, Massachusetts

RESPONSE: If you check out our March Travel Issue you will definitely find some amazing places to light up (although travel is still a bit hit-or-miss these days. Thanks, Omicron). But for some of us *High Times* folk? Smoking a blunt and watching a gorgeous sunset is a favorite for one of our team members. Another said she likes to be one with nature and light up while hiking (but that requires exercise, so it's not for everyone). Others agree that getting high with friends, no matter where you are, is one of the best feelings. Oh, we don't know, but how about getting high in SPACE?! (Not really, that's incredibly dangerous and not realistic at all, but man that would be a trip.)

SAFE BANKING NOW!

"How cool would it be if the dispensaries could have bank accounts and merchant services for credit cards?"

—Jennifer, CA

RESPONSE: You mean like any other business? We wish that would happen. It's insane that cannabis is bringing in such an incredible amount of revenue to states and politicians still haven't approved a proper plan for banking. If it weren't for the constant issue of weed being federally illegal, the industry wouldn't be so stunted. We need safe banking so the industry can grow, and only then can consumers benefit from the

convenient purchasing. One day, our good people.

AN UNLIKELY PAIR

"Snoop [is] out here corrupting Martha Stewart."

—Robin, Virginia

RESPONSE: Corrupting? I think you mean he's bringing out the best in her! Their brand images could not be more different, but somehow that partnership has budded over the years, and we love it. Their chemistry is just classic, and both of them complement each other so perfectly—it's the ideal friendship! Plus, they've both run into trouble with the law at some point. Both of them have cannabis brands (Leafs by Snoop and Martha Stewart CBD). Martha and Snoop are leaders in their respective niche industries, and we can't hate on their friendship.

POLITICS AND PLEASURE

"I'm going to smoke a blunt and run for Senate."

—Charlie, AZ

RESPONSE: You go, man! We were impressed when Louisiana Senate candidate Gary Chambers did that back in January. We need more fresh, younger candidates in Congress. No more old folk trying to perpetuate their antiquated opinions (although we're fine with a few pot-friendly leaders like Senator Bernie Sanders or Representative Earl Blumenauer). If you decide to strive for office, it's best to back up your campaign promises with a thorough history of advocacy and authenticity. There's a quote that no one really knows the origin of: "The best time to plant a tree was 20 years ago. The second best time is now." Don't waste a single day, get out there and start making a difference now! 

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CANADA REGULATORS EASE ACCESS TO PSYCHEDELIC DRUGS

Health Canada, the nation's health department, said that drug regulations were amended based on new research into the therapeutic benefits of psychedelics

that are constantly unfolding. Under the amendment to federal food and drug regulations, physicians will be able to request access to restricted drugs on behalf of their patients through Health Canada's Special Access Program. Previously, restricted drugs including psychedelics were not available through the program—until recently. The Special Access Program permits health care professionals to request permission to use unapproved treatments for patients with serious or life-threatening medical conditions. The program applies only in cases where conventional therapies have failed, are unsuitable, or not available in Canada. Patients are not permitted to request access to treatment through the program on their own behalf.

Read more at [HighTimes.com](https://www.hightimes.com).



RECREATIONAL CANNABIS IN MONTANA BRINGS IN \$1.5 MILLION

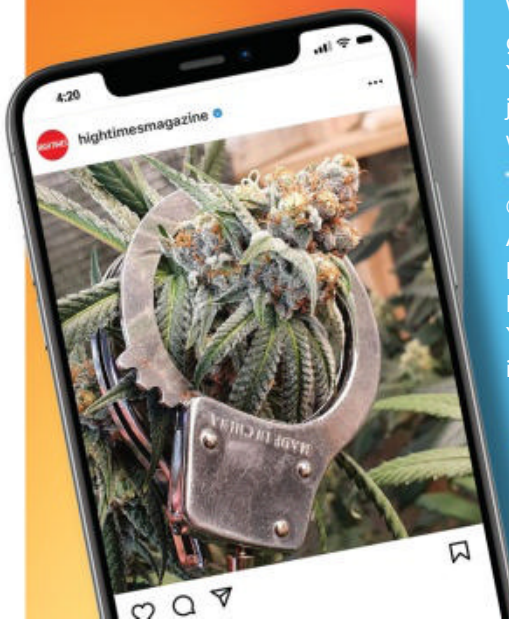
The opening weekend of recreational cannabis sales in Big Sky country raked in huge profits according to Montana's Department of Revenue. The department said that cannabis sales brought in more than \$1.5 million during the first days that the state's legal weed market opened for business in early 2022. The Governor's Office of Budget and Program Planning projected \$130 million in recreational sales in 2022, then rising to \$195.5 million in 2023—once the moratorium on new businesses ends. HB 701 was the bill that was approved by Montana lawmakers and signed into law by Governor Greg Gianforte last year after voters in the state approved a ballot initiative in 2020 legalizing recreational cannabis use for adults aged 21 and older. Montana was one of four states where voters approved legalization proposals at the ballot in 2020, joining Arizona, South Dakota and New Jersey.

Read more at [HighTimes.com](https://www.hightimes.com).

ON INSTAGRAM

In what ways has your life been impacted by the War on Drugs? Most of us have been impacted in one way or another. This symbolic shot evokes emotions for some people. It was captured by @resurrectin-gurbnfarmer, and it seems to represent the people who lost their freedom over cannabis. Uncuff yourself in your own mind and let's keep working to legalize cannabis across the globe. The work on cannabis reform is far from over, and we can't forget about the people still incarcerated with hard time for cannabis-related convictions.

#endthedrugwar



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Thanks for this article [clearing up confusion about COVID-19 and CBDA/CBGA]

@glassbydeanna @HIGH_TIMES_Mag [The Emerald Triangle] is the most valuable thing you have! It is like wine country in Tuscany! Tuscany is no threat to the wine world but nobody gets the same romantic picture in their head when you mention Baby Duck Lol!

@ButtonsSmash @cozy_cider and @HIGH_TIMES_Mag

I was gonna get covid..but then i got high, then i got high, then i got highhhh

@Joey91853205 @HIGH_TIMES_Mag What is the big deal over CBD !? I mean it's not like you get High off of it!!

@ThewsMonster Replying to @warmthepies

That's a nice #pfp #nft you have there! I hope it makes the cover of @HIGH_TIMES_Mag sometime soon!

@bobg714714 @HIGH_TIMES_Mag Fl. Medical Cannabis patient here. Fl. Republicans are against everything EXCEPT marijuana. Go figure? \$\$\$\$\$\$ is what they're all about. Making money is all they care about.

@hanspij @JibbaJo and @HIGH_TIMES_Mag When you use it medical, you don't want to get too stoned at once or have high peaks. You need a slow steady flow. I can get 20 joints or more out of 3,5 grams. You use what you need, not use what you can.

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THE BIG HITTER

How 420 adds up to big cannabis sales numbers nationwide.

IN A TIME WHEN CANNABIS HAS NEVER BEEN MORE popular in the US, the currency of 420 has never had so much cache. Whether expressed as the number (pronounced “four-twenty”), time 4:20, or date 4/20, the cultural slang for cannabis consumption is taking hold, whether at home, for industry events, or in corporate marketing meetings since it is deemed as a positive opportunity to raise lots of conversations and policy discussions about the plant.

As recently confirmed by polls from Gallup and the Pew Research Center—cannabis has never been so broadly accepted in America. In 2021, a total of 19 states had decided to legalize high-THC cannabis for adult use, with 38 adopting it for medical use. With a combined 141 million Americans living across those adult-use states, 43 percent of adults had access to legal cannabis. Conversely, 93 million Americans (28 percent of the US population) live in states where possession and use of cannabis remain illegal.

Though the origins of the term cannot be definitively confirmed, the most credible version of its legend traces 420 back over a half-century to San Rafael, California. In 1971, five high-school students reportedly met daily at 4:20 p.m. next to their school’s statue of chemist Louis Pasteur to partake in their own informal extracurricular activities, and would greet each other in the halls with a simple “4:20.”

The code has become a relatively new pop-culture phenomenon for brands, dispensaries, and delivery services to seize upon as a marketing hook. Lawmakers on Capitol Hill even appropriated it for use on a bill proposing reform legislation.

Notwithstanding cancellations or revised plans due to the COVID-19 pandemic, 420 festivals now occur worldwide, in locales including Australia, Brazil, Canada, England, Germany, India, the Netherlands, New Zealand, Puerto Rico and Scotland for diverse groups to consume and celebrate the plant while offering educational programming or protests.

“I think one of the most obvious examples of how 4:20 has gone mainstream is in the obvious use of it by restaurants,” notes Amanda Reiman, Ph.D., MSW, New Frontier Data’s VP of Public Policy Research. “Restaurants are smart, and of course they know that [the date] 4/20 and the munchies are a natural fit. But beyond just being sure that they are locked and loaded for hungry stoners, restaurants have leaned into the culture calling out 4/20 as the specific motivator for specials and deals. The concept has been around since the ‘70s, but the blatant use of it by restaurants is a fairly recent phenomenon. I see it evolving into a St. Patrick’s Day type celebration. Known for excessive alcohol consumption, St. Patrick’s Day is leaned into by all kinds of businesses in an unapologetic way. Perhaps this is what is in store for 4/20 as legalization continues to spread.” »





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New Frontier Data projects US legal market sales to grow at a compound annual growth rate (CAGR) of 16 percent, reaching a projected \$43 billion by 2025. On Wall Street, bullish analysts are hoping for the US cannabis market to surpass \$100 billion by the end of the decade. Corporations from the medical, consumer and financial-services sectors are all competing for their own slices of the market.

Toward that end, hospitality businesses including hotels and resorts are catering to cannabis-friendly clientele. Stateside, post-pandemic social lounges for consumption are slated to open in California, Colorado and Nevada, respectively. Mexico and the European Union (EU) member nations of Malta and Germany also plan to legalize cannabis in 2022, which will expectedly set into motion some commercial domino effects throughout Europe and Latin America.

In the US, the reported busiest buying days of 2021 offered some insight about today's cannabis consumer for marketers from dispensaries, brands and delivery services. A countdown of the Top 5 most active cannabis shopping days last year included:

5: September 3 (the Friday before Labor Day);

4. December 23 (the day before Christmas Eve);

3. November 24 (the day before Thanksgiving);

2. November 26 (the day after Thanksgiving); and

1. April 20 (4/20).

To add context, 4/20 reportedly registered as the top-selling day ever for cannabis in the US. Compared to the best sales day of the previous year (Dec. 31, 2020), that New Year's Eve would not have cracked the ranks of 2021's Top 5.

The trend is being noticed in Washington, D.C., where a growing community and network of industry advocates have been gathering around Capitol Hill. Given the opportunities to be had, a record number of registered lobbyists are entering the fray. After peaking at nearly \$5.2 million in 2019 (in the lead-up to the most recent US presidential election), reported lobbying expenditures among cannabis-related businesses topped \$2.8 million in 2021, according to federal watchdog *OpenSecrets.org* using data from the Senate Office of Public Records.

As legalization spreads nationwide, even with admittedly patchwork progress among some staunchly conservative states, the cannabis industry has been blossoming into a \$25 billion industry, with projections for it to top \$40 billion by 2025. And it's increasingly attracting powerful allies from banks and beer

distributors who see the value proposition in the burgeoning market.

Suffice to say, cannabis policy has never had a brighter outlook on Capitol Hill: Democrats control both Congress and the White House, seven new states recently legalized recreational cannabis, and the legal industry has gained powerful new allies among companies like Amazon. The industry has even converted former politicians to become powerful advocates, like former GOP House Speaker John Boehner, and former Democratic Senate Majority Leader Tom Daschle to help push its agenda.

Companies in the marijuana industry include cultivators, dispensaries, wholesalers and product distributors. Interstate trade is the backbone of efficiency for most products Americans consume. But cannabis, while now allowed in many states, remains illegal on the federal level, creating siloed markets that can only serve local demand and whose economics are difficult to calibrate. As Adam Smith, director of the Craft Cannabis Alliance (CCA), a lobbying group to promote interstate commerce of cannabis, has pointed out, while cannabis trade is contained within the limits of each legal state, "you can't keep Florida oranges out of your state. You can't keep Georgia peaches out of your state." CCA has been involved in designing an Oregon law which would allow the state to export cannabis as soon as the federal government gives permission.

Once that cannabis consumers in a New York social lounge can sample from a menu of pre-rolls, drinks, tinctures or edibles from California, Kentucky or Oregon, what a 4/20 holiday that shall be. **HT**



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ACTUALIST FOR LIFE

Following a distinguished military career, Cat Jeter, aka Grandma Cat, has dedicated her life to cannabis advocacy.

THIS NEXT VETERAN AND CANNABIS ACTIVIST I HAD THE pleasure of interviewing is a very dear friend that I hold in the highest regard. Cat Jeter, known as “Grandma Cat” on the West Coast, is one of the most well-known cannabis activists in the Pacific Northwest, and one of the most influential cannabis activists I have ever known. The first time I heard the phrase “civil disobedience” was from her.

During my first year as a veteran (2010–2011), I often found myself simply watching and listening to her. Jeter’s devotion and dedication to cannabis legalization was and to this day is contagious. Any time and at our veteran events if we needed to get the crowd pumped up, she was our go-to motivational speaker. Jeter showed me a passion for politics I had never seen or witnessed. She taught me to say with confidence and conviction exactly what I mean and mean exactly what I say when dealing with legislators.

Unlike myself, her activism didn’t start with cannabis. Her activism roots go all the way back to 1970 when she was present for the very first ever Earth Day Rally. “They could not stop me a year-and-a-half later for the first-ever Earth Day in 1970,” she told me about her first day as an activist. “We rode bikes to school and walked out of our high school in protest at Central High School in St. Joseph, Missouri. I remember feeling empowered and full of hope thinking ‘people power’ could actually change the Earth.” The rest, as they say, is history.

Today, Jeter will be the first to tell you she is done asking for permission and doesn’t see herself as an activist any longer. She now references herself as “actualist.” For her it’s all about “civil



GRANDMA CAT TAKES IN THE AROMA OF A CANNABIS TOP.

“It turns out we weren’t asking for legalization; we were demanding freedom. I’ve merely taken my freedom; it isn’t something I should need to ask for to begin with.”

obedience.” “When it comes to saving patient and veteran lives, I’m done with reaching for the scraps left from so-called legalization,” she said.

Other than her incredible skill set as an activist, she also served her country with honor and distinction during a very turbulent time in our nation’s history. For the first time in our country’s history, she joined the “All Volunteer Army,” and was one of the very first females to serve in a combat zone. Her final permanent duty service was at Fliegerhorst Kaserne at Erlensee, FRG with the 11th Aviation Battalion which was reidentified as Headquarters Company, 503rd Combat Aviation BN as a part of the 3rd Armor Division on July 1, 1977, making her accidentally one of the first women assigned to a unit with a combat designation.

Today you can find Jeter only by appointment due to her high risk with COVID. Almost on a daily basis, she continues to help cannabis patients and veterans find the proper natural healing remedies, which she has been doing for over a decade. Around these parts, Jeter is the queen of full plant extract.



When did you first become involved in cannabis activism?

True story! Other than attending Freedom Marches and Hempfest, it happened by accident in 2010–2011. I was taking a break from LGBTQ issue activism and was asked to stage the first ever Tacoma Hempfest. 2010 went off smooth as silk with attendees and local businesses excited for a return visit in 2011. Well, the city didn't feel the same way in that same year, and as the Grateful Dead put it, we were "set up... like a bowling pin." The Tacoma policemen [TPD] we were required to hire for security began to write a newly created felony nuisance ticket to all of our glass vendors the instant the festival opened. TPD's action pissed me right the hell off. How dare the city issue me a permit, charge me \$15,000 for services, and then ticket our supporting vendors who sell the same product every day in the city. I had never considered the harassment effect of law enforcement in a space that was evolving more quickly than the status quo could manage. My history in activism of other types informed me that I could not stand silent at such a time, so I began helping emerging cannabis production and retail stores meet their business obligations, actively working to affect legislation and founded my own company.

Do you believe you will see the end of cannabis prohibition in your lifetime?

I think it depends on how you define prohibition. Some would suggest that we have already done so in Washington State. I believe we have accepted another type of prohibition that rewards the taxation system, lines the pockets of law enforcement and fails patients at almost every measure that counts rather than creating the freedom that I had in mind. I am doubting that I will see full freedom, so I've decided to act like I have that freedom regardless.

When did you first realize the healing potential of cannabis? Your "a-ha!" moment?

Almost 20 years ago when my dad was sick. I would like to emphasize that I have "a-ha" moments with great regularity. The earliest step of the scientific method is observation and creating a hypothesis. Folks with curiosity who work as cannabis healers are bound to have ongoing "a-ha" moments as their body of observation increases.

You were a major voice for Washington State's retail legalization. Looking back in retrospect, what would you have done differently?

I was a voice for recognizing cannabis businesses as functioning businesses and getting them on the record. I was not, however, a supporter of our i502 taxation scheme. I could have, as I did, emphasize our need to bend on taxation during the medical years and in advance of recreational cannabis, and encouraged a dampening of public use at markets. We were not well understood by most of the populace. But the community wasn't going to give any ground having achieved some rights and honestly, I was right there with them at some legendary markets and events. Sometimes you know that even as you are making history and gaining traction,

that there is a predictable roadblock ahead. Making history is dangerous and not for the faint of heart.

What advice would you give to people who want to get involved in activism on any level?

I encourage young people to follow their passion, to trust and believe in themselves, and finally, know, and if necessary, mitigate the risks of your action. Not all activism is for the same day. I would not be the actualist I am now when I was raising my family. My first responsibility was to them. For young people, I like to see them survive to win the war, if not the battle. Don't inadvertently over commit in a way that will remove you from the activist community.

During your time in military service, was cannabis use common because your service was on the heels of the Vietnam war, or was it looked down upon?

There was lots and lots of cannabis in the mid-70s. There was no drug test for cannabis at that time and the military was more concerned about powders in a post war environment. Don't forget too, that I was the leading wave of the All Volunteer Force. They had to toss us a bit of a bone. We all required coaching on the "did you ever smoke marijuana" question on the entry form. It was an honor system with no proof.

What have you been doing in recent years?

I have left the idea of activist behind in favor of acting as an actualist. I am finished asking for permission with respect to helping folks achieve wellness and healing with cannabis. The state and localities have proven themselves to be unworthy negotiators for the people's will regarding cannabis. I work in plain sight and from a point of morality with respect to cannabis wellness. I know from my military experience that I can never be ordered to take immoral action. Hence, the state of Washington and the federal authorities have no ability to order me to stand down when adults and the guardians of children and animals desire healing cannabinoids for their wellness. I know that I more closely represent the will of the people of the US than any taxation scheme launched in the various "legal" states. It turns out we weren't asking for legalization; we were demanding freedom. I've merely taken my freedom; it isn't something I should need to ask for to begin with.

What is the craziest place you've ever smoked weed, and with who?

Lobby Days right next to the steps of the Legislative Building, facing the Temple of Justice, and just around the corner from both the governor's mansion and the highway patrol state headquarters in Olympia, Washington. It was either 2013 or 2014 with a cadre of who's who in cannabis both in Washington and the US because we had gained authority to erect a medical tent.

Do you have an all-time favorite cut?

Of flower? Super Silver Haze. Hands down. Always and forever! 

MARKET ANALYSIS

For the “high holy month” of April, cannabis prices rose five bucks nationwide, driving the average ounce in America to its most costly total this year at **\$312**.

This was primarily due to a \$17 price hike in the West, to **\$274** per zip.

Legal medical state Oklahoma is emerging as a decent discount option for Southwestern stoners, as both of their entries were more than **\$100** below the typical ounce in the Southern market.

April’s “Top 5” champion is the tasty and smooth strain Cookies & Cream.

TOP 5 STRAINS

- 1

Cookies & Cream

4 @ \$301
- 2

Pineapple Express

2 @ \$308
- 3

Lemon Haze

2 @ \$280
- 4

Girl Scout Cookies

2 @ \$260
- 5

GG (Gorilla Glue)

2 @ \$255

WINNERS



↑ Innovative Industrial Properties	NYSE: IIPR	\$194.63 (+6.53)
↑ Abbvie Inc.	NYSE: ABBV	\$132.16 (+0.18)
↑ Zynerva Pharma CS	NAS: ZYNE	\$2.50 (+0.13)
↑ Canopy Growth Corp	NAS: CGC	\$7.40 (+0.11)
↑ Tilray	NAS: TLRY	\$5.84 (+0.050)

LOSERS



↓ Arena Pharmaceuticals	NAS: ARNA	\$89.95 (-0.53)
↓ Altria Group	NYSE: MO	\$49.95 (-0.37)
↓ Cara Therapeutics	NAS: CARA	\$11.77 (-0.18)
↓ Aurora Cannabis Inc.	NAS: ACB	\$4.32 (-0.14)
↓ Clever Leaves Holdings Inc.	NAS: CLVR	\$1.84 (-0.13)

HIGHEST 10 STATES

TEXAS	OG Kush	\$600
VIRGINIA	Magic Johnson	\$520
ILLINOIS	Bio Chem	\$503
GEORGIA	Lemon Haze	\$480
PENNSYLVANIA	Wilson!	\$480
ALASKA	Kush Mints	\$464
D.C.	Cookies & Cream	\$448
HAWAII	G.I. Jade	\$440
OHIO	Fuego	\$432
LOUISIANA	Runtz	\$400

LOWEST 10 STATES

MAINE	Lemon Haze	\$79
OREGON	Forbidden Fruit	\$100
NEVADA	King Louis XIII	\$119
OKLAHOMA	Cracker Jack	\$127
COLORADO	Grapeful Dead	\$140
TENNESSEE	GG	\$150
WASHINGTON	Cookies & Cream	\$160
OKLAHOMA	Wedding Cake	\$200
ARKANSAS	Blueberry Headband	\$224
OREGON	Notorious	\$225

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HIGHATUS

Hand-Crafted
POMBERRY
CANNABIS INFUSED
SOUR GUMMIES



5:1
THC:CBN
10 SOUR GUMMIES
10mg THC & 2mg CBN per Serving
100mg THC & 20mg CBN per Pack
Vegan | Gluten-Free | Non-GMO

2:1
THC:CBN
10 SOUR GUMMIES
10mg THC & 5mg CBD per Serving
100mg THC & 50mg CBD per Pack
Vegan | Gluten-Free | Non-GMO

Hand-Crafted
GREEN APPLE
CANNABIS INFUSED
SOUR GUMMIES



HIGHATUS

CANNABIS INFUSED
SOUR GUMMIES

HIGHATUS

Hand-Crafted
GREEN APPLE
SOUR GUMMIES

HIGHATUS

Hand-Crafted
PINEAPPLE
CANNABIS INFUSED
SOUR GUMMIES



10 SOUR GUMMIES
10mg THC per Serving | 100mg THC per Pack
Vegan | Gluten-Free | Non-GMO

HIGHATUS

Hand-Crafted
POMBERRY
SOUR GUMMIES

HIGHATUS

Hand-Crafted
WATERMELON
CANNABIS INFUSED
SOUR GUMMIES



10 SOUR GUMMIES
10mg THC per Serving | 100mg THC per Pack
Vegan | Gluten-Free | Non-GMO

HIGHATUS

Hand-Crafted
WATERMELON
SOUR GUMMIES

HIGHATUS

PINEAPPLE
SOUR GUMMIES

HIGHATUS HEIGHTENS THE BAR

The team behind Cannabiotix launched a new edible brand called **Highatus** designed for specific, highly targeted experiences while preserving cannabinoid and terp profiles.

by Benjamin M. Adams

CALIFORNIA-BASED HIGHATUS OFFERS PREMIUM EDIBLES FOR highly targeted effects, with custom recipes concocted after years of research and development, sifting through over 100 recipe concepts. The company offers high-end infused delicacies including ChronBons made from artisan French chocolate and solventless rosin, as well as a line of vegan Sour Gummies—all targeting specific experiences based on the time of day.

The company didn't just fall out of the sky. It was formed through years of trial and error, refining processes along the way. Highatus is brought to you by the team behind Cannabiotix (CBX), a California legacy brand that slowly carved out a name in the Prop. 215 and 64 eras with award-winning indoor cannabis and over 22 years of experience, with 15 of them in cultivation.

Cannabiotix proved its worth years ago with top-ranking strains known for both potency and flavor, among other qualities. For instance, Cannabiotix Kush Mountains hit the Top Ten Strains of the Year at High Times Cannabis Cup in 2018, and won the High Times World Cup 2nd place Best Indica Flower, and High Times World Cup 1st place best hybrid Flower in 2017. The team also took home several concentrate wins at the High Times Los Angeles Harvest Cup for Sour Candy, Master Kush and Lemon Burst concentrates in a series of collabs with Loudpack. The company boasts other Cannabis Cup wins dating back to 2013.

No quality was lost during the expansion from flower and concentrates into fine edibles.

Highatus was co-founded by Neema “the Dreamer” Samari and Eran Haroni. Samari chatted with *High Times* to explain what sets Highatus apart from the fairly saturated edible market in California, and why research and development matters in the edible space.

“We kind of re-launched Cannabiotix in California, and

back in 2018 we started building our new facility,” Samari recalled. “We really kicked things off right as the pandemic was revving up. And for the last four or five years, I’ve had this idea to come into the edibles space and always kind of looked at it as an opportunity to challenge ourselves, kick something off that’s fresh in terms of myself and the team and take something on that’s not generally our bread and butter and our wheelhouse.”

Samari explained that good edibles require good flower, which is why the know-how gained at Cannabiotix prepared the team for the shift into edibles. Part of that means ensuring that delicate terp profiles in cultivars translate over into the final edible product—which isn’t always easy to do, given the typical edible manufacturing process.

“Our goal was to bring the care and attention to detail that has allowed us to climb to the top as the number one premium flower brand in California, and channel that same vibe that has fortunately cemented CBX as an elite connoisseur brand into the edibles space, with Highatus, putting something forward that matches the Cannabiotix AAA quality reputation,” Samari explained. >>

“Teamwork makes the dream work, and by no means, are any of these things a single-man effort.”

- Highatus Co-Founder Neema Samari



The Maturing Edibles Market

Long gone are the days of basic infused edibles that were limited to space brownies and cheap, sugary snacks with simple flavoring. Consumers have smartened up, and now people want access to products with better cannabinoid and terpene profiles, held to a higher standard. Many companies are calling the market “Edibles 2.0,” marked by a much bigger focus on complex ingredient balances and quality.

Highatus offers handcrafted Sour Gummies that are vegan, gluten-free, non-GMO and available in the California market at select dispensaries. Each box contains 10 gummies, which are carefully infused with a customized formulation for consistent, highly targeted edibles.

The company made a splash at Hall of Flowers in Palm Springs, California, where the Sour Gummies and ChronBons were first unveiled.

“The reception was fantastic,” said Samari. “Everything went pretty well. We thought that our launch kicked off in a dope way even though it was over the holidays. We were able to gain a lot of traction and fortunately, we’re already in about close to 200 stores. We launched a little over a month and a half ago.”

Kicking things off at Hall of Flowers, where nearly everyone in the community is involved, gave Samari and his team some exposure to a wide range of retailers. Thanks to Samari’s dedicated team, the proof was in the grind, representing an ethic that carried forward into the company’s launch event at Hall of Flowers.

Moving into edibles followed the natural evolution of the California market as it continues to mature into the recreational market.

“In general, one of the things that back at home base, within our

crew, we never looked at the evolution of things going legal—the laboratory testing aspect—as being a big challenge,” he said. “We see it more as being an advantage because even in the duffle bag boys days, we were never using pesticides or PGRs in our grows, so when there was a framework for testing, internally we smiled because we knew this was a landscape we could thrive in—at least when it comes to that element.”

Samari explained that the company is big on product development—putting themselves into the customer’s shoes. “That’s been the pinnacle of our philosophy with Cannabiotix,” Samari said. “We don’t create anything that we wouldn’t enjoy consuming ourselves. We also don’t think that in this day and age, that the market is trying to iron itself out. It’s pretty jacked up when it comes to the tax system.”

California’s tax hike that took effect on January 1, 2022, was met with protest and fury from some industry insiders. That’s why there is an emphasis on pricing.

“We try to think about it like, if we’re going to pay x amount of this product at the dispensary, this is the level of quality we would expect in order to not be disappointed,” Samari explained. “So I think that once we got those elements down, we went into formulations. And so we tried to create various flavors that would work out with a multitude of different experiences, whether that’s during the daytime, nighttime, or something that can be taken at any time.”

The team at Highatus knows that there is no one-size-fits-all philosophy when it comes to edibles.

“I think on top of that, we really aim to make something for everybody,” Samari said. “We have the solvent-based oil involved in our sour gummy line but also with our ChronBons, we have a product that’s made from solventless rosin geared towards the hash heads out there that are looking for a higher quality edible.” >>

Highatus Sour Gummies

Highatus’ Sour Gummies feature flavors are made with high-quality pectin and are vegan (gelatin-free), non-GMO, gluten-free and fat-free.

The company uses all-natural flavoring and coloring to ensure the highest quality. The flavors and ingredients are listed below:



POMBERRY:

Designed to assist with rest and relaxation to maximize your beauty sleep, this flavor is infused with a 5:1 blend of THC:CBN.



WATERMELON:

Intended for those seeking a tranquil escape full of inspiration and calm.



PINEAPPLE:

A balanced formula for those that like having the flexibility to enjoy edibles at any time.



L'ORANGE:

This mouth-watering citrus flavor is fueled by an energizing THC blend that makes for a tasty, invigorating, and creative high.



GREEN APPLE:

Infused with CBD and THC, this flavor was created to promote healing and aid with the everyday stresses of life.

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HYBRID FLOWER

The New Era of Cannabis in California

Samari never considered that the lab testing aspect of cannabis was a burden; in fact, in some ways, it was a blessing. That's because the unapproved pesticides and PGRs were never part of the picture to begin with.

In general, the Cannabiotix and Highatus teams always try to make an effort to really bring out the natural qualities of the strain. When you toy with nature—you're not going to get those qualities, he said. That kind of same attention to detail and ensuring that we're not using just the highest quality materials but also a high-quality process is the philosophy that Samari and his team have carried over into Highatus.

“We don't create anything that we wouldn't enjoy consumer ourselves.

- Highatus Co-Founder Neema Samari

“First and foremost, [I'd like to thank] my best friend and partner Eran Haroni, but secondly, everybody in the entire CBX squad and all of the members in the manufacturing, edibles department specifically, but really all the way down to the line, and on top of that, we're vertically integrated in the sense that we like to have control over each step so we can ensure the highest level of quality and integrity before it gets to the dispensaries' hands, and ultimately into the customers' hands.”

Maintaining those standards is a group effort—something that Samari is the first to admit.

“We've been fortunate that we've developed an infrastructure that has a dream team arsenal of people built into it that made this thing work and make this machine purr like a cat on the daily, whether it's growing the actual tree that has been—in this scenario—extracted, goes into the kitchen, and then goes back into the distro center to get packaged, boxed up and out the door. All of that coordination takes a lot of effort, and I always feel very fortunate to have such a kickass team.”

“Teamwork makes the dream work, and by no means, are any of these things a single-man effort,” Samari concludes. **HT**

Highatus ChronBons

Highatus' ChronBons use organic, fair-trade certified chocolate sourced from farming cooperatives throughout South America.

These small batch, handcrafted chocolate-drizzled confections are infused with strain-specific rosin derived from some of the top Cannabiotix in-house cultivars. The ChronBon varieties are listed below:

PEANUT BUTTER & JELLY:

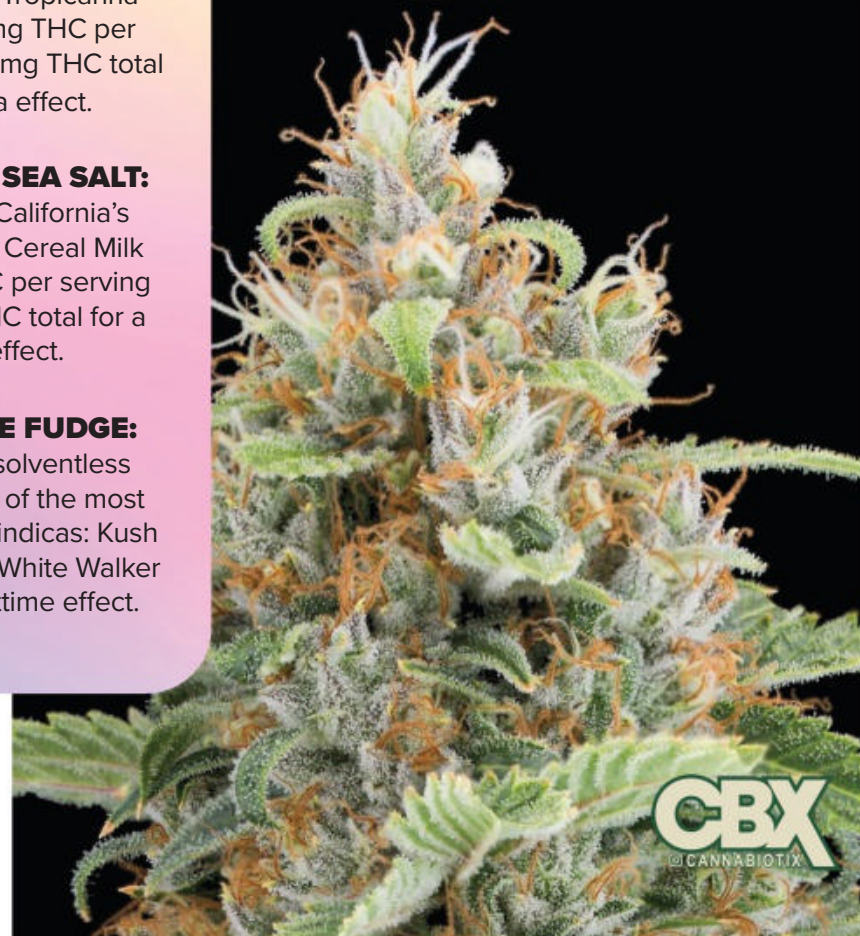
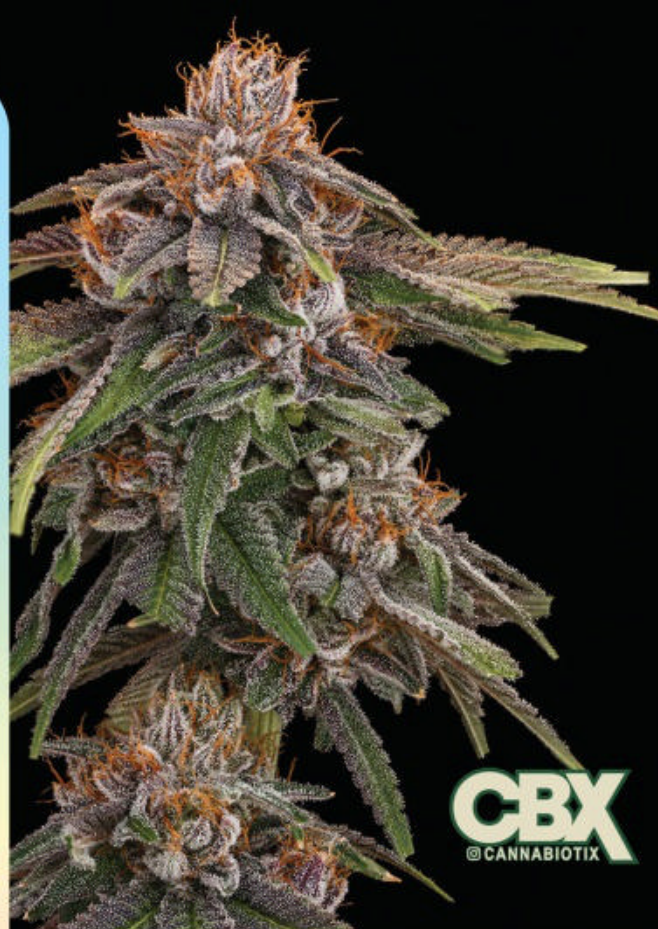
Infused with a blend of L'Orange and Tropicanna rosin with 10mg THC per serving and 100mg THC total for a sativa effect.

CARAMEL & SEA SALT:

Infused with California's favorite strain, Cereal Milk with 10mg THC per serving and 100mg THC total for a hybrid effect.

CHOCOLATE FUDGE:

Infused with solventless hash from two of the most award winning indicas: Kush Mountains and White Walker OG for a nighttime effect.



Quality Kratom *at a discounted price!*

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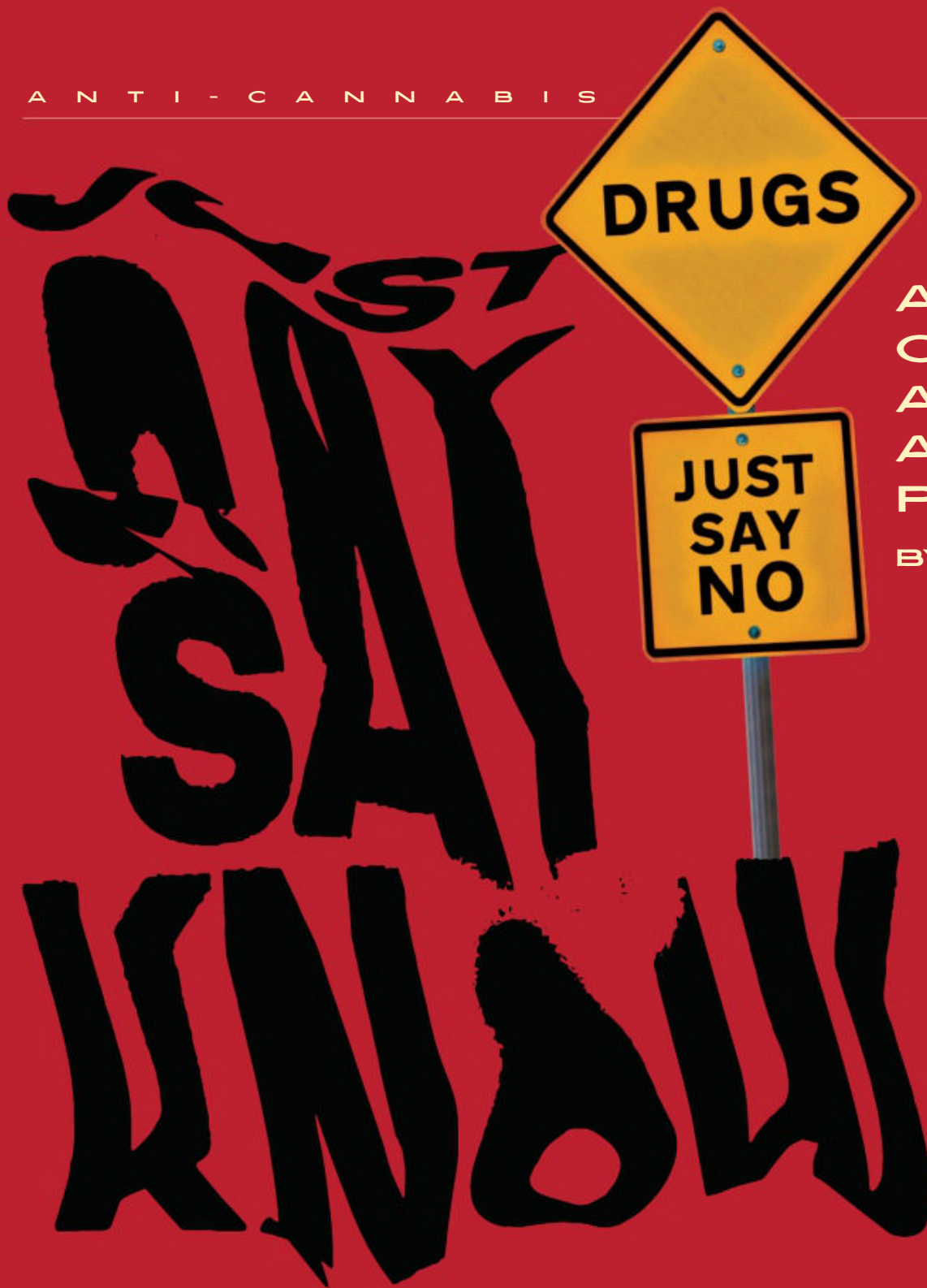
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REEFER MADNESS



A HISTORY OF COLORFUL AND CORRUPT ANTI-CANNABIS PROPAGANDA.

BY MARK MILLER

MORE IN COMMON THAN YOU MIGHT THINK

In contrast to their often adversarial relationship, both pot and propaganda share much in common. For starters, both natural cannabis and human-made propaganda have been utilized by people to serve a variety of interests since the dawn of recorded evidence.

Conversely, despite their benefits, the two are also controversial; cannabis remains scorned by many as a “dangerous drug,” while simply using the word “propaganda” to describe a form of communication suggests a manipulative, and perhaps even diabolical, motivation.

Another similarity the pair share is that prior to the 20th century, cannabis and propaganda were both viewed in a primarily *neutral* context. The etymology of the word “propaganda” reveals that it derives from the Italian word *propagare*, which means “to spread or to propagate”—which is also an apt description for what cannabis and its seeds do when they disperse across the land.

And of course, there has also been propaganda used by cannabis activists—and sometimes, even the government—in order to *promote* cannabis’ many resources, such as industrial hemp or medicinal marijuana.

However, we know full well that despite these vast similarities,

in the 20th century and continuing today, propaganda and cannabis have been battle-weary opponents; propaganda has generally been used in the service of drug warriors who seek to demonize and criminalize cannabis, in order to suppress it as an economic threat to corporate interests, to maintain the profit-driven prohibition machine, as well as to create a criminal class out of the working poor and minorities, the two groups mostly likely to suffer prosecution for drug use and distribution.

As history tells us, cannabis and hemp became criminalized across America in 1937 when Congress passed the Marihuana Tax Act—but even before that culture-altering legislation took effect, the bad seeds of an anti-cannabis conspiracy had already taken root in the various media messages and public imagery applied by the government, law enforcement and the bourgeois ruling class that successfully sought to make pot use a crime and to take it off the market as a legitimate resource.

The following is a history of the few highlights—and many, many low points—of pot propaganda in the US, which will include the insights of three *pro*-cannabis legends; National Organization for Marijuana Reform (NORML) Founder Keith Stroup, California NORML Director Dale Gieringer, as well as Chris Conrad, editor and designer of the groundbreaking book *The Emperor Wears No Clothes*, written by ganja godfather Jack Herer. >>

PRE-CRIMINALIZATION PROPAGANDA

During the Mexican Revolution (1910–1920), the flood of immigrants seeking to escape the wartime violence in Mexico resulted in a tripling of immigrants entering the US. Inevitably, the Mexican people’s culture was introduced into America, including smoking of “marihuana” as it was known. This benign cultural indulgence was soon seized upon and twisted to serve the racist factions of social oppression.

For example, the September 25, 1915 edition of *The Ogden Standard* out of Utah actually ran a headline posing the racially-motivated rhetorical question: “Is The Mexican Nation ‘Loco’ed’ by a Peculiar Weed?” The subtitle makes mention of “deadly marihuana,” a complete distortion of cannabis’ medical efficacy, already well established by that time.

The use of ‘marihuana’—later anglicized to ‘marijuana’—was to emphasize the “Mexican-ness” of weed culture. Despite the fact that “cannabis” had long been the accepted clinical word for the flowering tops, the new slang term became the dominant unit of language to characterize cannabis to 20th century Americans. Such spurious journalistic tactics lead to wild rumors, such as that of immigrants giving weed to white children, further propelling the plant to outlaw status.

Such racially-based campaigns had profound influence, as over half of US states (29) had banned pot by 1931. And the Great Depression decade would soon see the emerging powerful medium known as cinema crafting a new form of anti-pot propaganda...

REEFER SADNESS

The celluloid catastrophe now infamously known as *Reefer Madness* (1936) originated as a small movie allegedly funded by a church group and given the moralizing moniker of *Tell Your Children*. That original title demonstrated that from very early on, prohibitionists from all corners were already displaying a penchant for playing on parents’ fears to promote pot disinformation.

Tell Your Children gained wider circulation and prominence when exploitation film producer Dwain Esper purchased the film, re-edited and

advertised it with lurid movie poster taglines like “Adults Only!” “Women Cry for it!” and “Drug Crazy Abandon.” It was then given its now iconic title of *Reefer Madness*.

As the *Reefer Madness* “plot” unfolds, weed-dealing couple Mae and Jack live in unmarried sin and sell rolled-up reefer to both regular potheads as well as unsuspecting dupes that they hook to their dank dope. The scenes depicting pot-smoking portray the use and experience more akin to cocaine or heroin, with wide-eyed, feverishly desperate users looking for their next “fix.”

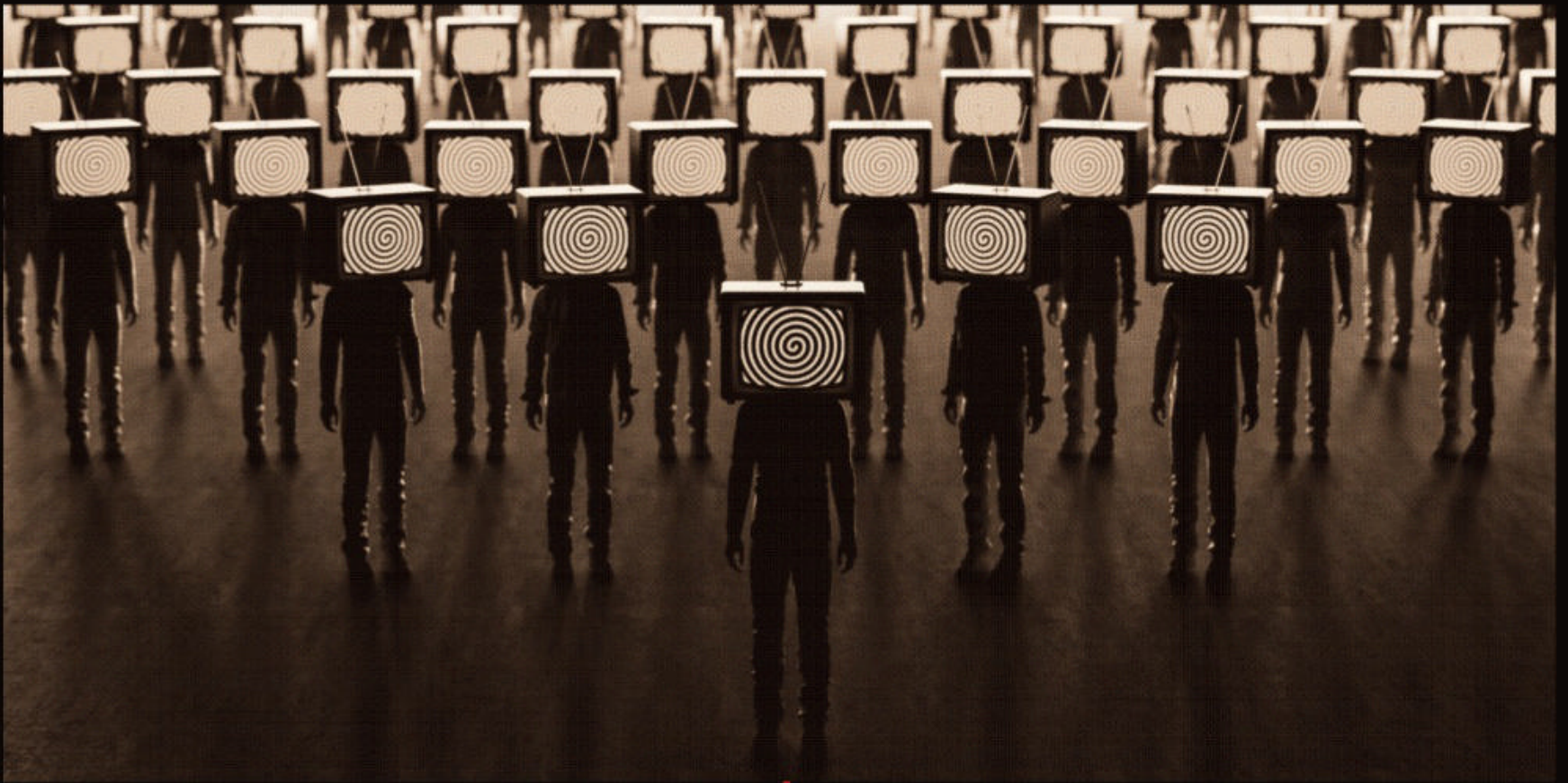
One of the most ridiculous scenes is when unwitting teen Jimmy smokes a joint while waiting for Jack to pick up some more stash, and then drives manically as if he’s just injected a thousand Red Bulls, running over an old man in the process. In reality, stoned motorists tend to be highly deliberate; a 2015 study by the National Highway Traffic Safety Administration found that drivers high on cannabis were at a significantly lower risk of crashing compared to drunk drivers on alcohol. The research also revealed stoned drivers were at no greater risk for a crash than even those driving completely sober.

In this time of post-legalization, *Reefer Madness* has become its own cult cottage industry, with live ‘midnight movie’ screenings, as well as being spoofed by comedy streaming services like *Rifftrax* where viewers can laugh at both the modern-day jokes along with the outdated outrageousness of the film itself—all while being stoned out of their minds, of course.

In a deeper sense, *Reefer Madness* has proven to be the most enduring symbol of the over-exaggerated idiocy of misguided anti-marijuana propaganda.

Less publicized is the 1936 film *Marihuana* (*Weed With Roots in Hell*) which can be viewed for free on YouTube. The motivation behind making this film is apparent during the opening credits that read “Research with the help of federal, state and police narcotic offices.” These same credits also claim that smoking pot “destroys conscience” and causes “extreme cruelty” in inspiring youth to commit crimes. The movie itself is a meandering mess, at first more focused on drinking and teenage dates than any weed, hellbound or otherwise. Not until one-third of the film has elapsed is pot *finally* introduced at a beach house party, as a group of young ladies indulge in joints, blowing smoke and laughing right into the camera.





The cavorting soon escalates to the point where the women start skinny-dipping in the nearby ocean. Of course, one of the girls drowns and from there the film devolves into nonsense about a character who is corrupted into becoming a weed dealer and eventually becoming a junkie.

The more relevant aspects to the film in this study of pro-

Even more enlightening is the headline: "Federal enforcement powerless to suppress 'marihuana' traffic (due to) no jurisdiction over growth, use or sale." In this sense, the film was serving as propaganda for the push to criminalize cannabis nationwide, as alcohol had been previously, to equally disastrous results.

Around this same time period, the Motion Pictures Association of America—the industry body of Hollywood—banned the depiction of any narcotics in movies—including marijuana, thus preventing any potential positive portrayal of weed, despite its use by creative types in Hollywood for decades.

While these anti-pot flicks may have been an underground commodity designed to exploit the public's lurid fascination and fear of cannabis, the main message of *Reefer Madness* reflected the thinking of the higher-ups in Washington and on Wall Street. These ruling class forces were seeking to outlaw the psychoactive flower, partly motivated due to weed's popularity among youth, working class and people of color, as well the cheaply grown industrial hemp plant that competed with the wood industry, which brought great profits to those few oligarchs who controlled its use for paper and other products. Both political and corporate interests coalesced and con-

"DURING MY HIGH SCHOOL YEARS, THE ANTI-MARIJUANA PROPAGANDA GENERALLY FOCUSED ON THE COMMON BELIEF THAT MARIJUANA SMOKING SOMEHOW LED TO HEROIN ADDICTION; THAT SOMEHOW THE MARIJUANA HIGH, ONCE ENJOYED, CAUSED THE USER TO CRAVE A STRONGER AND STRONGER HIGH, LEADING ULTIMATELY TO THE INJECTABLE USE OF HEROIN AND ALMOST SURE DEATH."

- KEITH STROUP

paganda is a montage sequence on the "evils of pot," including a fake newspaper story that claims weed is the "first step" to other drug use, a precursor of the since debunked pseudo-scientific "gateway theory" of cannabis use that was peddled for years by anti-weed warriors.

spired to legislatively outlaw a natural plant that had served humankind since the dawn of humanity.

All this propaganda served its purpose, as the passage of the Marihuana Tax Act in 1937 finally gave the feds their nationwide blanket prohibition of pot. >>

THE TIDE TURNS. TEMPORARILY

With the coming of WWII, petty concerns for criminalized cannabis were pushed aside as every available resource became of utmost importance to aid the American war effort, being waged on a global front. This included utilizing hemp for its myriad industrial purposes, from canvas on sails to parachute material to rescue bombing-raid pilots, such as the hemp-made parachute that saved the life of future US President George H. W. “Poppy” Bush (more on him later) in 1944 when his plane was shot down over the island of Chichijima in Japan.

To encourage US farms to grow the hemp they had previously been instructed to stop cultivating under penalty of jail time, the government lifted the Marihuana Tax Act and also produced a short film in 1942 entitled *Hemp for Victory*. The 14-minute pro-cannabis piece of cinema produced by the United States Department of Agriculture praises the plant that offered nearly endless indispensable uses and offers guidance to farmers on how to cultivate the crop.

Naturally, the US government later tried to suppress any copies of *Hemp for Victory* getting out and actually denied its existence. Fortunately by 1990, the efforts of cannabis activists, including the late great Jack Herer, had recovered a copy of the informative documentary from the Library of Congress, and you can now watch *Hemp for Victory* on YouTube.

POST-WAR PROPAGANDA

After hemp helped America triumph in WWII, the ungrateful and merciless prohibition machine resumed their war on weed, and once again, the medium of cinema was utilized as propaganda. The 1949 film *Wild Weed* resumed the pre-war tactics of portraying pot in the worst possible light. *Weed* wastes no time getting to the point, as the opening images include extreme close-ups of people lighting up joints. Once more the opening credits acknowledge the “splendid cooperation” of the nation’s “narcotics experts” and “government departments”, revealing the motivation behind this film was to maintain cannabis criminalization. The movie laughably suggests the “darkest shadow” in a politically corrupt city like Los Angeles is “marihuana” and includes unintended hilarious lines like “inhaling (pot) smoke is an invitation to your own murder.”

Later, a weed dealer targets “high schoolers” who look like they’re all 25 years old. After one of these “teens” buys three joints for five dollars (about \$60 today), they drive to a local makeout point where they smoke the pre-rolls and begin to laugh and cavort. But once the kids drive back, the inevitable car crash

occurs, because cannabis must always be associated with horrifying personal tragedies in these films.

These anti-pot films reflected the paranoid 1950s, with some shot in a pseudo-documentary form (minus the actual facts, of course), rather than with a narrative approach. One such film, also available on YouTube, depicts stoned teens smashing open soda bottles and mindlessly drinking glass, blood pouring from their mouths as they laugh hysterically. Looking at it from a postmodern perspective, it’s amusing to watch the efforts of these ignorant, yet moralistic, filmmakers portraying cannabis of obvious low quality as somehow being more potent than the 40 percent THC top-shelf dispensary tree we enjoy today. >>





LEGENDARY PERSPECTIVES

Keith Stroup, who started NORML in 1970 and currently serves as the pro-pot group's legal counsel, related his earliest experiences with cannabis culture in contrast to the propaganda he had been exposed to.

"During my high school years, the anti-marijuana propaganda generally focused on the common belief that marijuana smoking somehow led to heroin addiction; that somehow the marijuana high, once enjoyed, caused the user

high. I shortly became a regular smoker and have remained a marijuana smoker for 56 years.

"Marijuana had become the preferred drug of the hippie culture and those in the anti-Vietnam War movement. And these were overwhelmingly *not* people who used injectable drugs, including heroin. So the claim that marijuana somehow led to the use of heroin was gradually replaced by propaganda claiming that marijuana made the user stupid and lazy, like Cheech and Chong.

"The friends I began to make who also smoked marijuana did not fit the 'underachieving' stereotype, nor did I. We were just as ambitious as our non-smoking colleagues. Following law school, I started NORML as a consumer lobby with the goal of ending marijuana prohibition."

King of cannabis knowledge Chris Conrad, operator of *TheLeafOnline.com*, reflected how various forms of anti-pot propaganda have shaped his weed worldview:

"As a kid in the early-to-mid sixties, the main things I remember was that (pot) was supposed to cause memory loss, unspecified 'harmful effects' and cause violence. Then the hippies came along with peace, love and marijuana, but no violence or visible harm.

"A bunch of my friends and I watched the film *Reefer Madness* (when it was re-released by Keith Stroup and NORML in 1972) and we thought it was hilarious. However, I saw it as a brainwashing technique, connecting cannabis images with visceral emotional scenes that programmed the mind with subconscious negative linkages.



CHRIS CONRAD, OPERATOR OF THELEAFONLINE.COM

"DISMANTLING A CENTURY-LONG PROPAGANDA AND LEGAL CONSTRUCT THAT HAS VAST RESOURCES AT ITS DISPOSAL IS NOT A QUICK FIX, ESPECIALLY IN A DYSFUNCTIONAL SOCIETY THAT IS DISTRACTED BY MANUFACTURED FEARS AND LONG-STANDING CRISES. SO WE HAVE TO BE MINDFUL OF THE PAST, LIBERATE THE MARIJUANA POWS (IN PRISON), AND PATIENTLY REBUILD THE WAY SOCIETY RELATES TO THIS AMAZING PLANT."

- CHRIS CONRAD

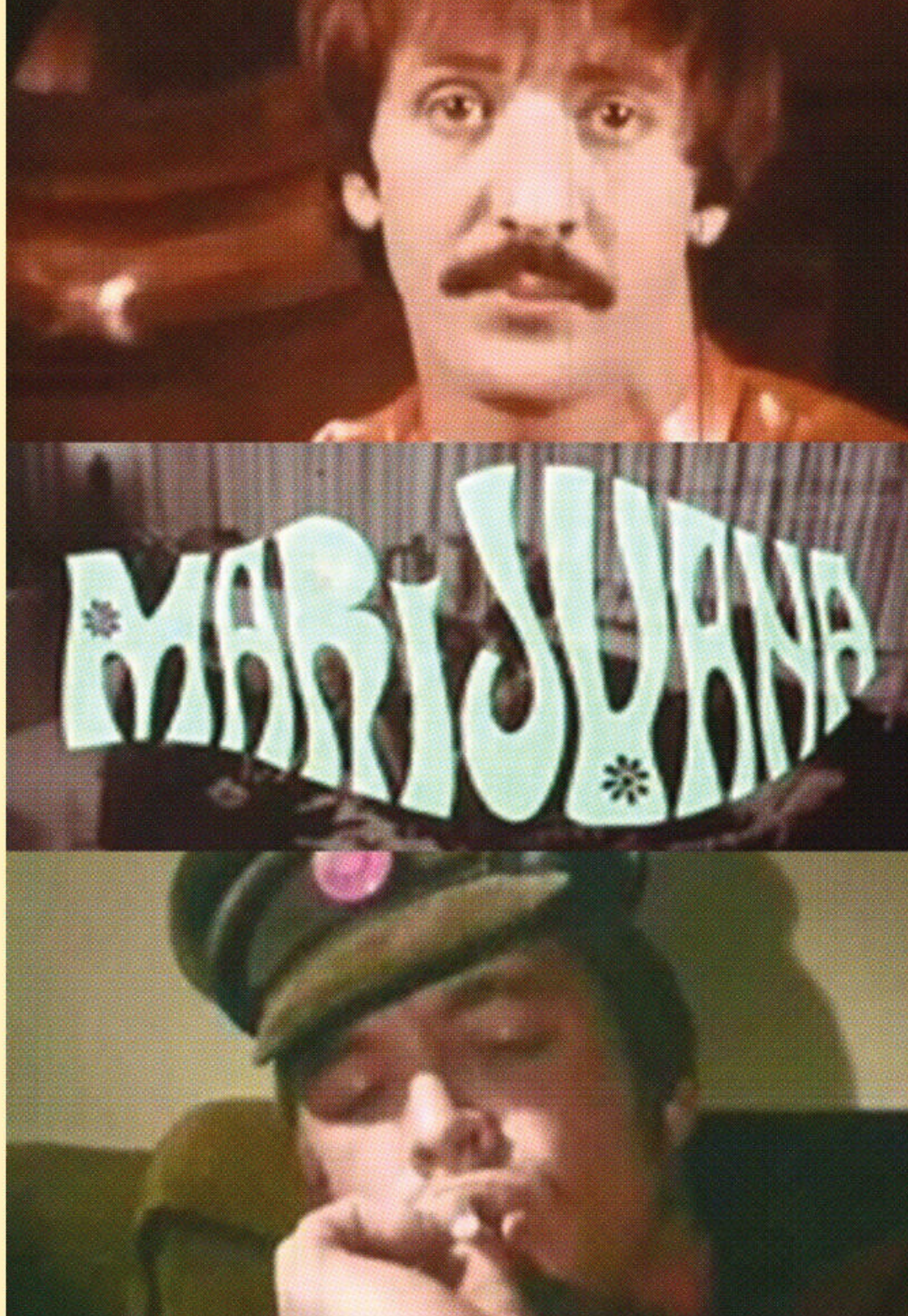
to crave a stronger and stronger high, leading ultimately to the injectable use of heroin and almost sure death.

"In college (early 1960s), at the University of Illinois, I became aware of a small subset of my fraternity brothers who sometimes smoked marijuana. But apparently the anti-marijuana propaganda of that era had an impact on me, as I did not even bother to familiarize myself with marijuana and marijuana smoking.

"It was not until 1965, in my first-year at Georgetown Law School, that I finally tried marijuana while on a ski trip with friends, and became enamored of the marijuana

"I analyzed the brainwashing techniques that were being used, and produced educational material designed to counter (propaganda) both intellectually and emotionally. I flipped a lot of their own language against them in building up our pro-reform campaign materials. For example, whereas they said marijuana caused crime, our literature said 'some of the nicest people smoke marijuana,' a line later picked up in a Doonesbury cartoon about (California medical cannabis initiative) Prop 215."

Conrad also provided background on the earliest decades of anti-pot propaganda; "Harry J. Anslinger directed the



Federal Bureau of Narcotics, which preceded the DEA, and he also controlled the government propaganda during that time period. Generally speaking, he used racist triggers, attaching marijuana use to “Mexicans” and “Negro musicians.” Cannabis was taken out of the (official listing of medicines) *Pharmacopeia* in 1941.

“Most of this stuff was being done in the shadows, as they quietly dismantled and erased the ‘War Hemp Industries’ program. They culled the film *Hemp for Victory* from the National Archives, dismantled the fiber mills and shipped the equipment overseas. Anslinger didn’t want the public too involved in the discussion (about legalizing pot/hemp).”

We’ll hear more from both Stroup and Conrad, but for now, let’s resume our historical review of anti-pot propaganda...

THE 1960S: DRUG CULTURE WARS

For cannabis culture, everything changed during the course of the Swinging Sixties, as weed smoking went from being a back-alley taboo to *the* drug of choice for younger people, especially among hippies and protesters. This explicit pro-pot pivot by millions of Americans forced the anti-drug forces to try different tactics, in some instances trying to “relate to” their targeted audience of the new cannabis-conscious youth.

Such a strategy was exemplified in a 1968 short film simply entitled *Marijuana* that featured pop musician Sonny Bono of all people, ensuring that for most young people who saw that film in the late 1960s

instantly viewed Bono as a non-edgy nerd, leaving those viewers even more likely to try weed than they had been before.

Marijuana opens with a bunch of young people having a pot party that is rudely interrupted by a police bust. As some of the hippies are led off by “the fuzz,” a camera films them TV-news style as they speak directly into the lens, extolling the virtues of weed, such as it being safer and less addictive than alcohol and other drugs.

Bono appears on screen next, narrating the “facts” about marijuana, when actually, it’s a series of twisted half-truths. Such as Bono claiming that alcohol is somehow safer than weed because instead of passing out, like when you’ve had too much to drink, if you smoke too much pot, you’ll experience a “bummer”. In this scene, the “bummer” is unintentionally but hilariously represented as a young stoner looking into a mirror and seeing himself as a hideous old man (achieved by the actor wearing an awful Halloween-type mask). Such a comical scene was a perfect example of the out-of-touch pot prohibitionists’ notion of “relating” to young people.

Anti-pot film *This is a Drug!* attempted to counteract the prevailing, and correct, attitude among the ’60s youth culture that cannabis was much safer than other drugs as well as alcohol. This film does get a bit clinical, actually educating the viewer as to THC being the chemical in the flower that causes the psychological “high” felt by the user. But soon enough, the film descends into deception by claiming that cannabis smoking is the equivalent of dropping acid. And this sort of trickery by the filmmakers is precisely why all this anti-pot propaganda has time-and-time-again failed to resonate with so many people; because from personal experience, or talking to friends and other peers, people *knew* that pot was not as powerful as LSD. Such distortions—or outright lies—served to build an extra barrier of distrust between the drug culture and the drug warriors.

One common thread running through virtually all anti-pot propaganda is the tacit admission that cannabis in and of itself isn’t lethal or life-destroying, but that its true danger is leading people to chase “higher highs” with harder drugs, or that it destroys materialistic motivation to succeed in the corporate rat-race. >>

THE 1970S: A MIXED BAG

With pot a firm fixture among the youth culture by the '70s, the "Me Decade" bombarded really young students with anti-pot messages in an attempt to distort the minds of children before those experimental years that usually arises later in their teens. For example, in the early 1970s in Chicago, Catholic grade-school student received an anti-drug coloring book in which a Wolf cartoon character was portrayed as being high on pot and "paranoid", with the Wolf looking suspiciously over his shoulder, as if he was being followed, though nobody was behind him. Still, even in this context, the worst that the makers of the coloring book could say about marijuana is that it makes you overly aware.

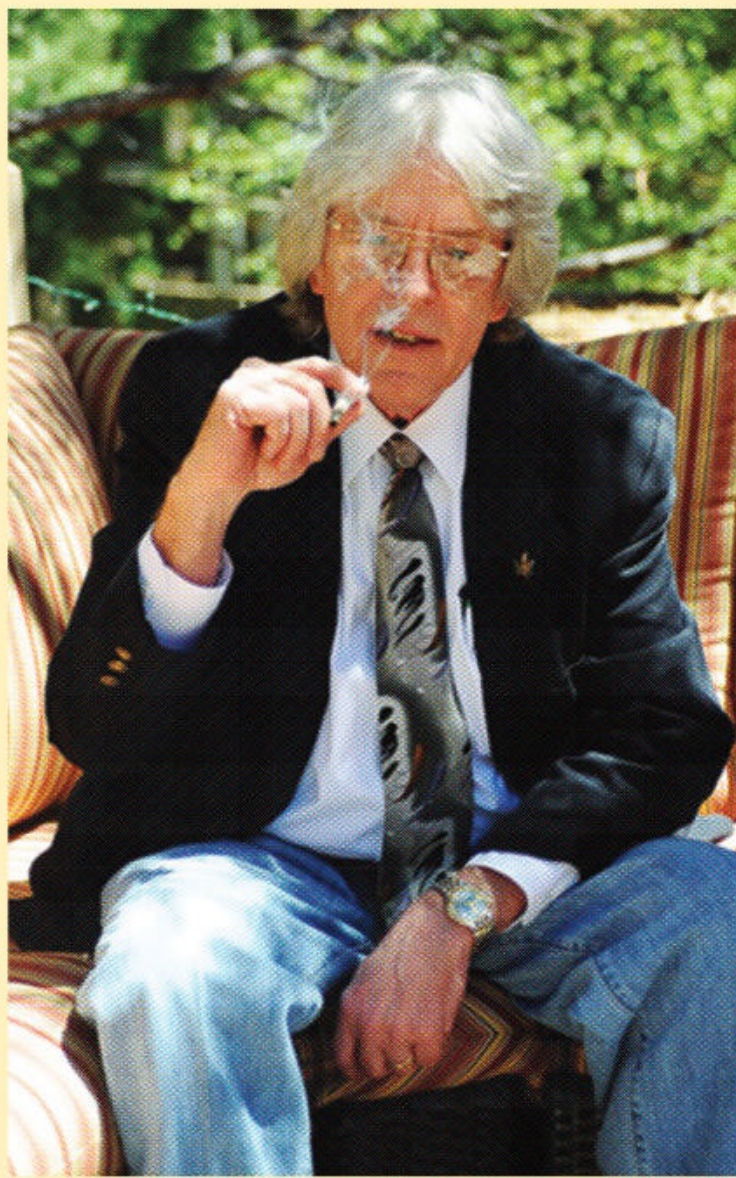
NORML Founder Keith Stroup reflected on the changing face of anti-pot agit-prop in the 1970s: "While our side of this struggle made substantial progress during the 1970s, decriminalizing marijuana in 11 states following the release of *Marijuana: A Signal of Misunderstanding*, the report of the National Commission on Marijuana and Drug Abuse, by the end of the '70s the public debate began to be shaped by the 'parents' movement,' making the claim that we should not legalize anything that would be inappropriate for children. Instead of being concerned about the wrecked lives being caused by treating marijuana smokers as criminals, now the focus was the concern that if we decriminalize or legalize marijuana, it would 'send the wrong message' to children. As a result, we went 17 years, from 1978 to 1995, without any statewide victories, until 1996, when California adopted the medical use of marijuana."

Despite the continued propaganda, the '70s were relatively gentle on cannabis as joking, almost acceptable, references to its use were made on shows like *Saturday Night Live* and of course, the publication of *High Times* beginning in 1974. Near the end of the decade, many Americans were convinced cannabis was going to be decriminalized nationwide, especially with liberal Jimmy Carter as President. But sadly, things were about to take a turn for the worse.

THE 1980S: FEAR INOCULUM

The 1980s represented the most intense anti-cannabis campaign waged during the Drug War era since the 1930s. Yet not only was the war on weed intensified, this time around it was mixed in with measures of social control designed to keep public opinion rooted against any hopes of building upon the decriminalization victories of the 1970s.

This reinvigorated push against pot was due in large part to the Ronald Reagan administration (1981-1988),



NORML FOUNDER, KEITH STROUP

forever synonymous with the banal slogan "Just Say No," peddled to the public by First Lady Nancy Reagan.

More fascinating is the backstory behind the simplistic slogan, as it arose from a drug prevention program created by University of Houston sociology professor Richard Evans, who advocated the "social inoculation model." This is a social psychological and communications-based set of ideas suggesting that a person's attitudes and/or beliefs can be protected, or "psycho-inoculated"—via a motivational strategy—from external influences such as media portrayals glamorizing cannabis use, or peer-pressure to try weed in order to conform to the dictates of one's social group.

An individual is "inoculated" to create resistance to persuasion—in this context, if one opts to "Just Say No" to influences such as pro-pot rock music lyrics or insisting friends, she/he will never be manipulated to try marijuana in the first place.

This social inoculation approach was fully supported by the National Institutes of Health, the federal agency overseeing medical research. Though NIH is highly respected, it has also displayed a disproportionate anti-pot propensity, even to this day, with research that focuses too heavily on the relatively insignificant harms of weed rather than its overwhelming benefits.



WASHINGTON DC, USA, 23RD SEPTEMBER, 1987 FIRST LADY NANCY REAGAN ACCEPTS ON BEHALF OF THE "JUST SAY NO CLUB" A CHECK FROM THE PROCTOR & GAMBLE COMPANY FOR \$150,000.

Chris Conrad reflected on the 'Just Say No' era: "Three people deserve most of the blame. NIDA (National Institute on Drug Abuse) director Robert Dupont, addict and drug warrior US Attorney General Edwin Meese and, most famously, Nancy Reagan. Dupont was the guy who was entrusted to make sure no more positive research came out, so he quashed research and, most importantly, learned that the reason cannabis is not physically addictive is because an inert THC-metabolite stays in people's fatty tissue for such a long time that it's not possible to have a toxic withdrawal, only an unpleasant one. His office discovered how to test urine for the metabolite and that led to the creation of the drug testing

industry, pre-employment drug screening and probation / parole revocations for failing a drug test.

"That's where Meese came in, as AG he drove through the legislation, forcing cops to go after cannabis instead of tolerating it and creating a revolving door through the prisons, both federal and state. Also, by forcing working class folks—not executives, mind you—to stop smoking cannabis, they were able to hide the truth about its effects. The only people you would hear about smoking pot were people who couldn't get work, were fired from a job for using it, or were criminalized, caught

up in the Drug War and monetized by the drug war industrial complex. "Nancy Reagan became its face with the doltishly simplistic 'Just Say No' campaign and spreading it into the anti-feminist movement circuit. Her efforts ultimately led to anti-drug groups like DARE and an amplified PDFA propaganda campaign in which the beneficiaries, most notably Big Pharma, got tax benefits and social approval for maligning cannabis and stigmatizing people who used it, including for medical use."

Conrad's reference to the PDFA is a suitable segue into our next segment... >>

PARTNERSHIP FOR A TRUTH FREE AMERICA

In 1985, at the height of Reagan Era anti-drug dominance, a group advertising bigwigs collaborated to form an association they dubbed the “Partnership For a Drug-Free America” (PDFA), with an expressed purpose of “selling” the benefits of *not using* weed and other drugs to teens and young Americans. But this anti-cannabis cabal’s strategy went beyond mere trite slogans, cornball PSAs or bad documentaries; the PDFA actually utilized marketing research techniques, such as focus groups, as part of a grand design to change behavior via the changing of attitudes, similar to the previously discussed ‘social inoculation model’. PDFAs dual strategy was to make potential users, one, aware of the risks of taking illicit substances, and two, to realize that drugs were “uncool.”

The PDFA eventually hooked up with the advertising establishment of Madison Ave, and headquartered in the Big Apple. By one estimate, the organization had as many as 30 staff members on payroll by the early 1990s, serving as yet another example of the “big business” that the War on Drugs represents for those interests that leach tax dollars and donations to profit off prohibition. The Partnership is responsible for the infamous “This is Your Brain on Drugs” ad campaign that debuted in 1987. Relying on facile symbolism, the ad shows someone holding up an egg, representing “your brain”; this egg is then cracked, and the egg-white and yolk are dumped into a frying pan. Once the egg starts frying in the pan the actor says, “This is your brain on drugs” suggesting that all drug use directly causes brain damage. While the imagery did scare some off from trying pot or other drugs, those in the know who had already tried weed knew that it did not “fry” your brain, but on the contrary, tended to accelerate one’s thinking, often in euphoric and creative directions.

In the 1990s the Partnership’s tactics got more desperate; as one ad’s tagline was “A friend who offers you drugs is not your friend.” This bromide stressed divisive decidedness instead of more passive resistance; i.e., personal relationships should be terminated rather than risk friends influencing you to take drugs.

Some of Partnership’s own data speaks

to the failure of their anti-marijuana mission; in 1996, pot use among American preteens doubled, and one out of every three teens in 2009 smoked weed. Pot use was up 22 percent among youth in 2011, the same year almost half of teens didn’t perceive weed as a “big deal”, while there was an uptick in cannabis smoking among the even younger age group of nine to 12.

PDFA’s cover was blown when a *Village Voice* exposé in 2002 revealed the group received several million dollars in funding from pharmaceutical, alcohol and even tobacco companies.

Two years prior, in 2000, a *Salon* piece exposed a “payola” connection between the major TV networks that willfully wove anti-drug messages into their plot lines in exchange for the Office of National Drug Policy giving up lucrative commercial ad time they had purchased to air anti-drug ads. This airtime could then be resold by the networks for corporate commercials at a greater profit.

In recent years, PDFA rebranded themselves several times over, and are now known as Partnership to End Addiction, which sounds like they’ve taken on a more noble mission, but their website is still filled with the same-old anti-marijuana tripe; negative “facts” about cannabis, and ignoring the hundreds of benefits the plant provides.

PROP-A-GANDA, DUDE!

One of the methods the PDFA used to try turning kids against cannabis was through animated cartoon characters. In 1987 a PSA featuring the Teenage Mutant Ninja Turtles (TMNT)—who sported catchy phrases kids liked, such as “Cowabunga, dude!”—was aired in which one school kid



PHOTO: KEITH HOFMAN

COYABLING AUDE!

tries to get another kid to smoke weed, in the form of some of the thinnest pin joints in stoner history. The Turtles don't even really do anything in the ad, they just offer possibilities as to what the kid should do. In the end, the kid calls the dealer a "turkey" and walks off. The ad has since been hilariously lampooned several times on YouTube, such as by the *Zebra Corner* channel.

Following that, what could be better than a simple PSA with just the Turtles? How about an entire *half hour* show—known as a "social guidance film"—featuring TMNT and a dozen other animated characters in 1990s *Cartoon All-Stars to the Rescue*.

This otherwise banal cartoon is significant for this study because it was aired by all four major American TV networks (as well as other networks) simultaneously on April 21, 1990 during Saturday morning cartoons, which speaks to the power of the PDFA that they could persuade all four competitive networks to come together for a single cause. This unprecedented unification by the networks was not done to save the environment, or not to end world hunger, but rather, to tell kids that "weed is bad" for the umpteenth time.

As if the whole thing wasn't square enough already, the program opened with a live-action segment of 41st President George "Poppy" Bush (remember, his life was saved by cannabis hemp), and First Lady Barbara Bush cornily introducing the cartoon. The Bushes' anti-drug message was also being filmed during the same time Bush's son—and future US President George "W" Bush—was still an alcoholic.

All-Stars features characters like the Smurfs, Alf, Garfield, the Chipmunks, Winnie the Pooh, the Muppets, Bugs Bunny, and once again, those Ninja Turtles, who all team-up to help a little girl whose older brother stole her piggy bank in order to buy weed, and who might be tempted to getting high herself. But in the end, the brother gives up pot and turns to his family for support, while the cartoon characters go back to their animated worlds to do what they do best—entertaining

drug-free children... and highly stoned adults.

PDFA also demonstrated their media influence when they collaborated with ABC News in March 1997 to produce a month-long series of propaganda pieces posing as news for the tritely titled "March Against Drugs"—which, not surprisingly, focused primarily on teen weed usage.

Subsequent propaganda campaigns into the 2000s, such as "My Anti-Drug" and "Above The Influence" continued to poison youths' ability to make independent decisions, by manipulating their attitudes based on printed and televised falsehoods about cannabis.

KEEP IDAHO IN THE DARK AGES

One particularly insidious method of spreading anti-cannabis lies is using billboards, which, depending on size and location, may generate tens of thousands of views on a daily basis, and can be quite influential. A anti-weed group sporting the reactionary title of "Keep *Idaho.Org*" sponsored a series of disturbingly vague and misguided billboards, such as one that read: "Child Poison Center Calls Increased 5x After Marijuana Legalization" with an accompanying image of a "gummy bear" (suggesting a cannabis edible).

As reported by *Idaho Press*, these billboards were placed by the group DrugFree Idaho Inc, after being funded by the state government's Office of Drug Policy. DrugFree Idaho includes members of law enforcement who have a vested interest in keeping cannabis illegal and is partially funded by drug-testing companies that also profit directly from prohibition. Idaho is surrounded by several legal locales like Oregon, Washington and Nevada, and the forces in the potato state that oppose cannabis are doing all they can to "keep Idaho" living in the pitiful past of pot prohibition, instead of benefiting from the medicinal advantages as well as the riches in tax revenue generated by bud-based businesses. >>



MISTAKEN EQUATION

- 1** Tobacco Free CA aka the California Tobacco Control Program, does some very important work in reducing tobacco use in the state. However, the program also appears to be used as a stealth anti-pot organization, as noted by longtime cannabis activist and California NORML coordinator Dale Gieringer.

- 2** Tobacco Free (CA) California, which is very powerful, equates second-hand cannabis smoke as being equally dangerous as tobacco, which is totally unfounded. It's perturbing because the money they receive from tobacco taxes is supposed to be used for anti-tobacco campaigns, not anti-cannabis messages.

- 3** (Professor) Stanton Glantz (recently retired, of the UC San Francisco Center for Tobacco Control Research and Education) may be an authority on tobacco smoke, but not on cannabis smoke.

- 4** Glantz is convinced that legal marijuana is going to establish a new epidemic of smoking diseases, but that's not factual. Glantz runs a blog (profglantz.com), which is chock full of stories that are either blatantly anti-cannabis, or make false attempts to link tobacco and e-tobacco use with cannabis use."

- 5** For example, flying in the face of Glantz' claims is the report in January 2022 that cannabis compounds can help prevent coronavirus from entering human cells, whereas it's been previously determined that e-vape and tobacco users experienced worsening COVID symptoms.



STUPID APPROACHES TO CANNABIS

On January 1, 2013—less than two months after Colorado and Washington voters historically legalized adult-use cannabis use and sales—an anti-pot organization called SAM debuted, the acronym standing for “Smart Approaches to Marijuana.” SAM was shamefully started by Patrick J Kennedy (whose forward-thinking uncle JFK allegedly smoked weed in the White House while President in the early 1960s), and for nearly a decade, the ganja-hating group has spread anti-pot propaganda.

The SAM website contains fear-mongering pages that read “Hear the Stories of Marijuana’s Victims” and runs a petition to end any attempts at federal legalization, which is desperately needed by a cannabis industry lacking access to suitable financial services. Bottom line, SAM would rather see pot users and legal cannabis workers put in jail than see a plant be legalized.

Chris Conrad expressed his thoughts on the influence of SAM in a post-legalization America: “Groups like SAM have changed tactics, trying to market the drug war as a sensible alternative to legalization, using softer rhetoric to push a form of ‘Drug War Lite.’ SAM claims they don’t want people to go to prison, yet they don’t want to ‘rush into’ legalization. They take a handful of reports and cherry-pick data to promote a literal ‘reefer madness’ scenario; blaming schizophrenia on a plant and worrying about still-developing human brains up to age 25. However, there is no rise in schizophrenia rates, and cannabis works with the endocannabinoid system, which matures around the time a person turns 15.

“SAM contends that ‘recreational use’ goes too far, (because their objective is) to carve out a “middle ground” –with prohibition to the greatest extent possible, given today’s political climate. That way they can keep drug-testing employees and re-incarcerating parolees and probationers, with forced rehabilitation for repeat cannabis users—especially underage ones. Also the ability to take away boating and drivers licenses, ban vaping and smoking at home, block retail stores from opening and ban cannabis advertising. And crack down on unlicensed sellers and growers, of course.”

SHAME CAMPAIGN

After Michigan voters legalized recreational marijuana in November 2018, the state of Michigan responded in reactionary fashion, releasing an inane anti-weed commercial that utilized puerile scare tactics featuring a young skinny guy getting blazed while playing video games in his parent’s basement. Suddenly, an obscenely overweight slacker dressed identically to the kid, magically appears out of nowhere, asking the stoner, “High again? I’m *you* in 10 years!” It all plays out like the kind of thing *South Park* would have parodied 15 years ago. At the end of the PSA comes the banal slogan, “Don’t let a high hold you back,” completely ignoring the fact that cannabis is often used for decompression and relaxation, in other words, “to hold you back.” However, such sentiments do not produce overworked and unquestioning consumers needed for the American capitalist gristmill. But perhaps these amateur admakers forgot that billionaire Richard Branson, for example, is an avid pothead.

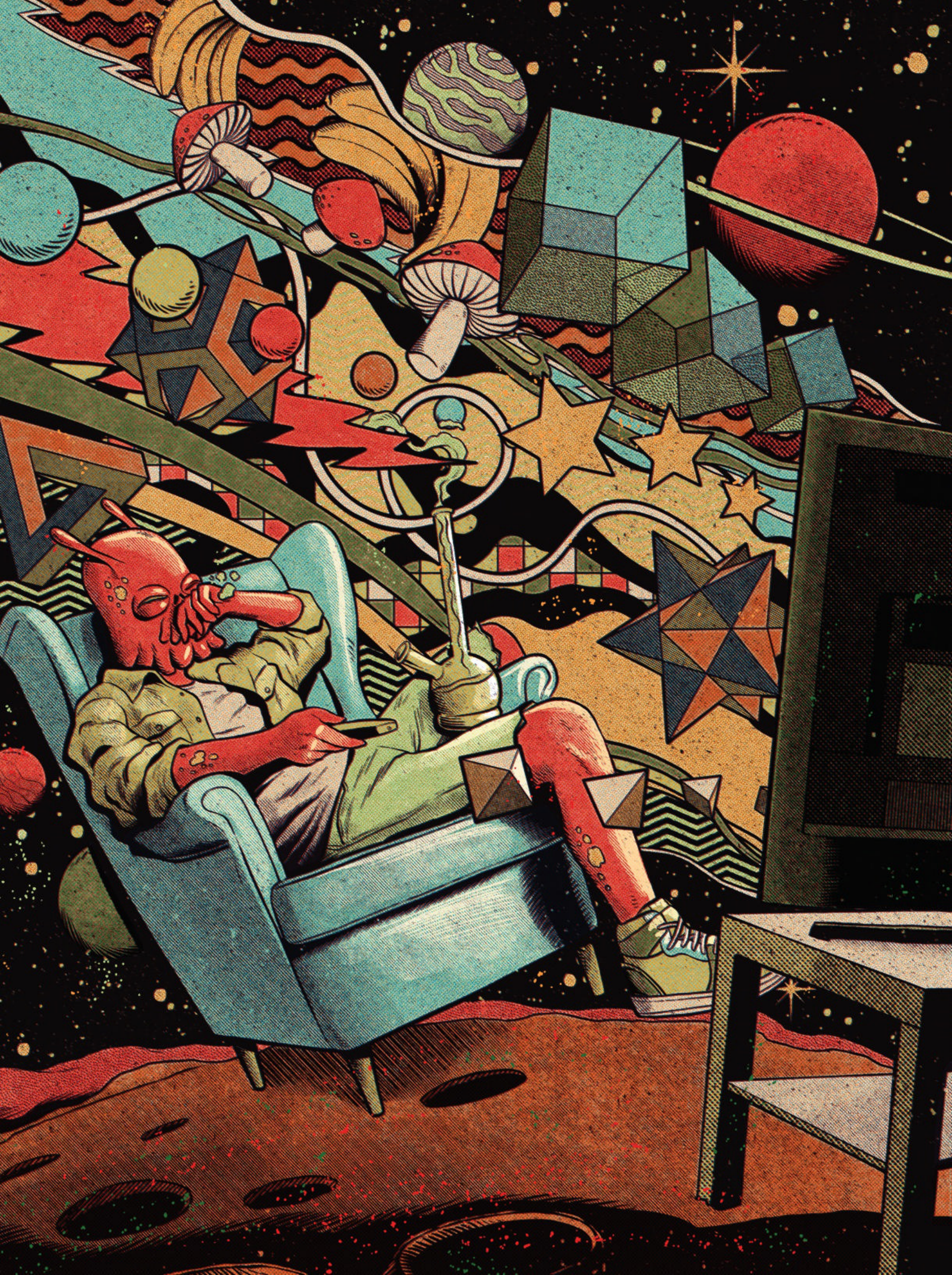
The Michigan anti-pot PSA resulted in a backlash from statewide cannabis professionals, who decried its use of body-shaming (the ad’s implication being that if you’re overweight, you’re somehow unsuccessful—or at least, viewed and judged by society as being a failure).

Keith Stroup commented on the current climate and changing face of cannabis propaganda “As the general public became more and more supportive of the medical use of marijuana, and subsequently, with the full legalization of marijuana regardless of why one smokes, our political opponents had to significantly change their losing strategy. Instead of claiming that the sky would fall if marijuana were legalized, groups such as SAM would begin to claim they were no longer opposed to ending the practice of arresting marijuana smokers, and just wanted to be sure any reform measures did not undermine sound public health strategies. Of course, they continued, and continue today, to work behind the scenes to try to defeat any significant reform measures introduced on the state or federal level.”

LAST WORDS

Chris Conrad offered a possible pathway to overcoming future waves of anti-marijuana messaging: “Dismantling a century-long propaganda and legal construct that has vast resources at its disposal is not a quick fix, especially in a dysfunctional society that is distracted by manufactured fears and long-standing crises, so we have to be mindful of the past, liberate the marijuana POWs (in prison), and patiently rebuild the way society relates to this amazing plant.”

And until that day cannabis is legalized on a national basis, pot propaganda will be around, and possibly even after the plant is fully liberated. For as long as someone has something to gain, either by receiving government funds, increased societal power, or broader law enforcement reach, by keeping pot criminalized and demonized, there are those who will continue to oppose the legitimate presence of cannabis in our society. The trick is to eventually transform the culture’s conditions to the point where it is no longer worth it, either when it comes to money or power, to be anything but *positive* towards pot. **HT**



The Industry Shift

FROM THE OLD DAYS OF SMELLING JARS OF CANNABIS BEFORE BUYING TO THE MODERN TREND OF PURCHASING BASED ON HIGH-THC PERCENTAGES, CONSUMER'S BUYING PATTERNS ARE CHANGING THE INDUSTRY.

BY JIMI DEVINE

The way consumers purchased cannabis changed in the era of legal cannabis. How did it impact the people responsible for getting it on the shelves in between you and the farm? The short answer is—a lot.

While the first popularized cannabis testing numbers would drop in the 1990s, it wouldn't be until Steep Hill Lab opened in the late 2000s that the ball on scientific normalization was really rolling. In those early years, as other labs popped up one by one, there was less faith in the data. Even now there are no standard operating procedures for laboratories in the one of the world's biggest cannabis market in California. Regardless, it's fair to presume most of the numbers you're seeing fall somewhere along the lines of scientific to bullshit.

But by the time legalization came around, the weed was prepackaged. The still less-than-perfect numbers would become the backbone of consumer purchasing habits regardless of whether the lab that produced them has the scientific intentions of accuracy or more nefarious ones to produce the highest THC numbers and clean test results.

One of the people who has been along for the ride is Jason Beck, one of California's longest-tenured dispensary owners at Alternative Health and Healing Services in West Hollywood. Beck moved to town to provide access following the only time the feds ever used civil asset forfeiture laws against a municipality when they seized a property the city had purchased for a dispensary to operate out of.

Beck would move his operation south after originally opening in San Francisco in 2001. Longtime Dennis Peron compatriot, Wayne Justman, recommended him to the West Hollywood City Council when they were in search of a legit operator. In 2004, he would reopen there and has seen everything Los Angeles cannabis has to offer in the years since. >>



PHOTO: FGUNN

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"BASICALLY, BECAUSE WE HAVE A NEWER CONSUMER BASE WITH ADULT-USE SALES, THE ONLY METRIC THAT THEY HAVE TO GO OFF OF FOR A BASIC PURCHASE IS THAT ANTIQUATED TEST NUMBER, WHICH POSES SIGNIFICANT NUANCES FOR DIFFERENT PEOPLE THAT ARE LOOKING FOR MORE HELP WITH TREATING ILLNESS OR SICKNESS OR WHATEVER IS THAT A PERSON IS CONSUMING CANNABIS FOR A MEDICAL REASON."

- JASON BECK, OWNER OF ALTERNATIVE HEALTH AND HEALING SERVICES

Beck quickly jumped in on the changes he's witnessed over the years. "Basically, because we have a newer consumer base with adult-use sales, the only metric that they have to go off of for a basic purchase is that antiquated test number, which poses significant nuances for different people that are looking for more help with treating illness or sickness or whatever is that a person is consuming cannabis for a medical reason," Beck told *High Times*. "And at the same time, I believe all use is medical use because there are so many health benefits that you get from consuming cannabis alone that most average consumers are unaware of."

Beck followed up by arguing that even if the lab testing ball was already rolling for a couple of years when the 2010s hit, the discussion is really one of before and after legalization was implemented fully on January 1, 2018. He said he never even heard anyone ask about a THC number until after that day.

"Once we had had legalization, in the form of

adult-use sales, it totally shifted everything in the sense of how the consumer would purchase," Beck said, "Because prior, you weighed out everyone. We would operate in a deli style of a retail environment where the terps mattered."

Back then, the almighty jar check was king. The nose knew far better what was the heat compared to anything data points could provide.

"And people would smell jars they say 'Oh, this is the one, I wanted like an eighth of this or a half ounce of that, or whatever they were deciding to purchase,'" Beck said, "Whereas now the only thing that they have to go off of is fancy packaging, logos and this antiquated test result number which doesn't really justify the consumer's purchase. But the industry overall needs to work on a public messaging campaign to educate the general consumer about terpenes and why they should be paying attention to terpene markers, as opposed to THC percentage." >>

WAC

2



Every time we talk with someone of Beck's experience level, we hear that. The idea of educating the consumer to understand terpenes and what it takes to achieve the wider entourage effect. In a space where word of mouth was so critical in getting the word out (think CBD pre-Sanjay Gupta's CNN special, *Weed* from 2013) how come this idea of educating the consumer everyone shares hasn't got any wind in its sails?

"Because the cannabis industry is super fractured on who is a [a boss and who is a servant]," Beck replied. "And so with that you can see it affects a lot in politics and how we're able to get cannabis legislation done and move through. And that is because of the fact that there are so many different factions pulling so many different ways, wanting to have the market this way or that way."

Beck said there is no broad consensus from the cannabis community as to how about a public messaging campaign and at the same time to vote who is gonna pay for it? "And how are we going to delegate funds to be appropriated appropriately to really get the message out to the average consumer?"

After a long history in cannabis, Josh Lertzman now serves as The Parent Company's Director of Flower Sales. He helps lead the effort to procure the flower that will fill the jars under The Parent Company's growing umbrella.

He's currently in the midst of dealing with the new THC-based purchasing trends.

"It's literally killing a deal for fire flower I'm trying to put in one of our brands right now. Cause it's only testing 24 percent," Lertzman told *High Times*, "Everyone who

smokes it thinks it's amazing, thinks it tastes like they never smoked. Half the people that smoked it, their lips go numb and they're like, 'this is so fire.'"

Lertzman sent in a bag of gorgeous-looking purple tops, but it was no luck. After previously seeing 29 percent while shopping for the product, the second test result from the lab he usually works with now looks to prove the deciding factor.

"They want it to be 29 percent and up, and go down to maybe 27," Lertzman said, "It's signs of an immature consumer. If you look at alcohol, no one's only buying tequila based on the alcohol percentage."

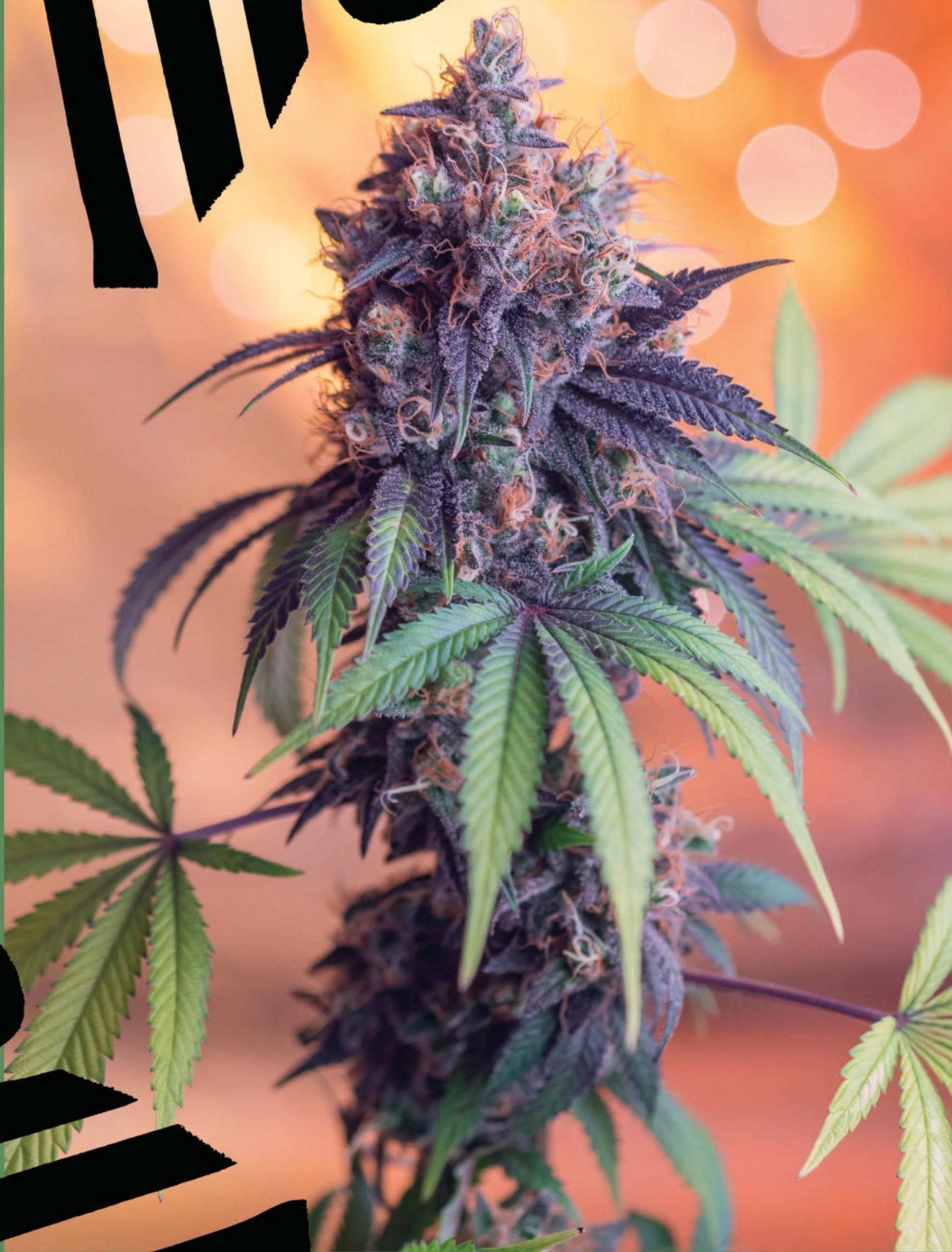
The THC debate looks to be one of the main debate points in cannabis again in 2022. **HT**

**"IF YOU LOOK
AT ALCOHOL,
NO ONE'S
ONLY BUYING
TEQUILA
BASED
ON THE
ALCOHOL
PERCENTAGE."**

**- JOSH LERTZMAN,
DIRECTOR OF FLOWER SALES
OF THE PARENT CO**



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A handwritten signature in white ink.

The trouble with testing

DESPITE NEW DISCOVERIES, CANNABIS IMPAIRMENT TESTING STILL PRESENTS PROBLEMS FOR LAW ENFORCEMENT, ADVOCATES AND SCIENTISTS.

BY ADDISON HERRON-WHEELER

Ever since the conversation of cannabis legalization began, one of the major topics of contention has been how to properly and accurately identify impairment. This is not a new conversation for advocates, law enforcement or the scientists behind the scenes. However, the most recent work being conducted by leading researchers is new and exciting.

While scare tactics against smoking and driving harken back to the days of the DARE program, there is a very legitimate reason why it's important to clearly detect THC-impaired driving. According to *The Harvard Gazette*, THC use before driving can at least double the risk of fatal accidents. However, due to the combination of suppressed cannabis research, and the fact that THC is detectable in the human body long after consumption, there is a real problem for those who are studying cannabis impairment, even in 2022. >>



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A NEW FRONTIER OF IMPAIRMENT RESEARCH

Research being conducted through Massachusetts General Hospital (via the hospital's Center for Addiction Medicine) and Harvard University have uncovered a new brain-imaging procedure that could help determine who is actually impaired by cannabis, versus those who may have consumed it days, weeks or even months ago.

This new technique, known as functional near-infrared spectroscopy (fNIRS), measures brain activation patterns and compares them to patterns that show impairment from THC. The *Neuropsychopharmacology* journal first published this research on January 8, which could have major implications for legal cannabis.

The study examined 169 cannabis consumer participants, each of whom went through fNIRS imaging. It compared the results when under the influence of THC and after taking a placebo. Those who felt intoxicated from THC showed readings with a higher concentration of hemoglobin. These results point to the fact that this could be a true indicator of THC intoxication.

"Our research represents a novel direction for impairment testing in the field," said lead author Jodi Gilman of the Center for Addiction Medicine, MGH, and associate professor of psychiatry at Harvard Medical School, according to *The Harvard Gazette*. "Our goal was to determine if cannabis impairment could be detected from activity of the brain on an individual level. This is a critical issue because a 'breathalyzer' type of approach will not work for detecting cannabis impairment, which makes it very difficult to objectively assess impairment from THC during a traffic stop."

This technology is still in the very early stages of development. So far, there hasn't even been an assessment completed

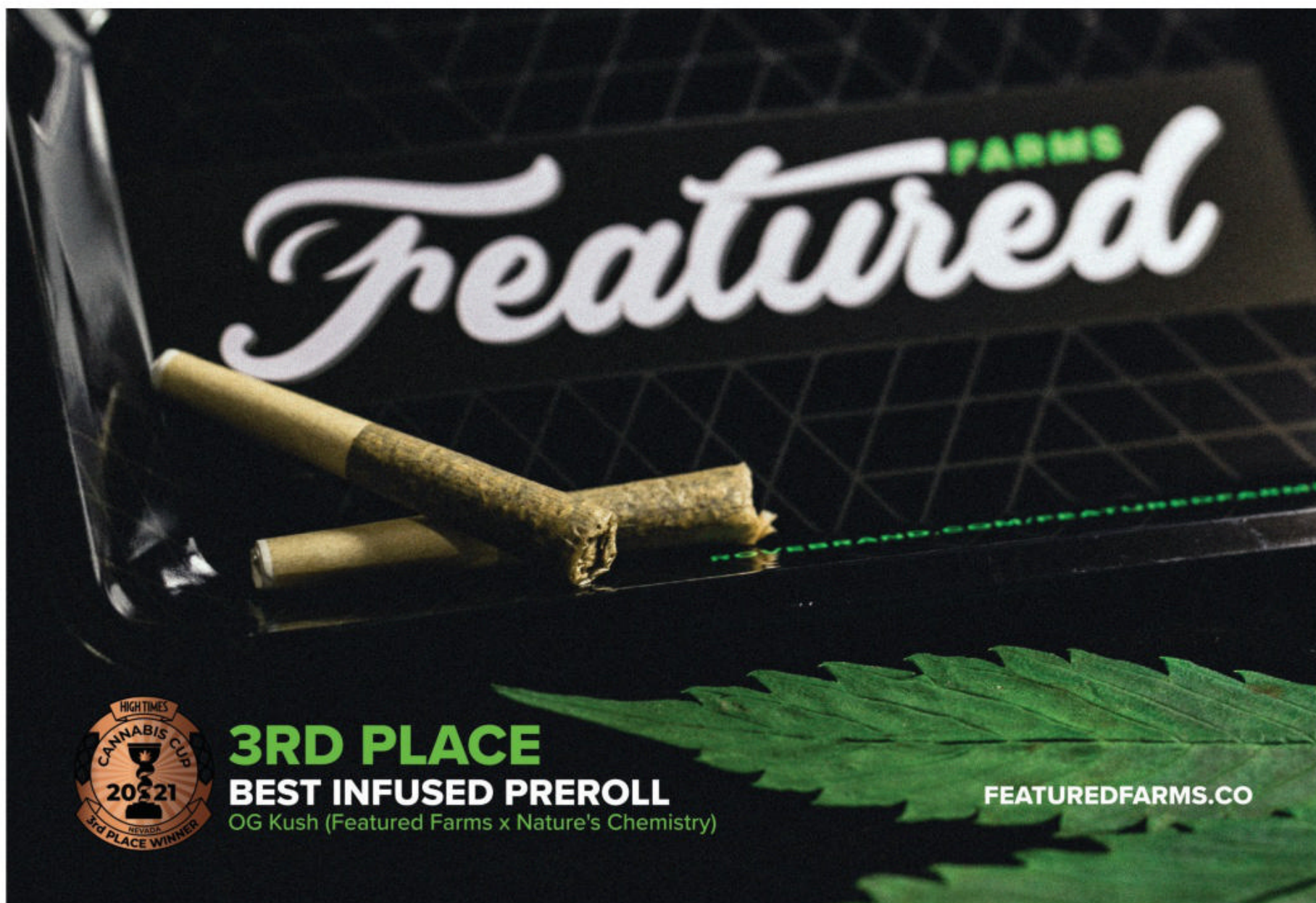
"WE NEED A METHOD THAT WON'T PENALIZE MEDICAL MARIJUANA USERS OR OTHERS WITH INSUFFICIENT AMOUNTS OF CANNABIS IN THEIR SYSTEM TO IMPAIR THEIR PERFORMANCE. WHILE IT REQUIRES FURTHER STUDY, WE BELIEVE BRAIN-BASED TESTING COULD PROVIDE AN OBJECTIVE, PRACTICAL AND MUCH NEEDED SOLUTION."

—JODI GILMAN, MASSACHUSETTS GENERAL HOSPITAL CENTER FOR ADDICTION MEDICINE, AND ASSOCIATE PROFESSOR OF PSYCHIATRY AT HARVARD MEDICAL SCHOOL

of how fNIRS would work with roadside tests. However, it provides the foundation for more research into the potential of this new testing method. The study shows that fNIRS devices can be inexpensive, portable and battery-powered, and that the data can be easily stored.

"Companies are developing breathalyzer devices that only measure exposure to cannabis but not impairment from cannabis," said Gilman. "We need a method that won't penalize medical marijuana users or others with insufficient amounts of cannabis in their system to impair their performance. While it requires further study, we believe brain-based testing could provide an objective, practical and much needed solution." >>





A cannabis advertisement featuring a close-up of a cannabis leaf and a rolled cigarette. The word "Featured" is written in a large, white, cursive font, with "FARMS" in green capital letters above it. Below the cigarette, a circular logo for the "HIGHTIMES CANNABIS CUP 2021" is shown, with "3rd PLACE WINNER" written around the bottom. To the right of the logo, the text "3RD PLACE" is in green, and "BEST INFUSED PREROLL" is in white. Below that, "OG Kush (Featured Farms x Nature's Chemistry)" is written in green. The website "FEATUREDFARMS.CO" is in the bottom right corner.

Featured FARMS

HIGHTIMES CANNABIS CUP 2021 3rd PLACE WINNER

3RD PLACE
BEST INFUSED PREROLL
OG Kush (Featured Farms x Nature's Chemistry)

FEATUREDFARMS.CO



A cannabis advertisement for Sovereign. The background is a warm, golden sunset. Two large cannabis buds are shown on the left and right sides. In the center, a crown is positioned above the word "SOVEREIGN" in a large, bold, serif font. Below the word, the text "Award Winning, Boutique Cannabis from the Mendocino Coast" is written in a smaller, elegant font. A QR code is centered below the text. At the bottom, the Instagram handle "@Sovereign_707" is shown, followed by the email "Sales@Sovereign707.com" and the website "Sovereign707.com".

SOVEREIGN

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Mendocino Coast

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"WE'VE DONE A LOT TO INCREASE LAW ENFORCEMENT EFFORTS TO IDENTIFY IMPAIRED DRIVERS ON THE ROAD. COLORADO HAS OVER 200 DRUG RECOGNITION EXPERTS THAT CAN BE CALLED TO THE SCENE OF A TRAFFIC STOP TO EVALUATE A DRIVER WHO MIGHT BE UNDER THE INFLUENCE OF MARIJUANA, OR ANY OTHER DRUG, FOR THAT MATTER."

—SAMUEL COLE, SAFETY COMMUNICATIONS MANAGER OF THE COLORADO DEPARTMENT OF TRANSPORTATION

COLORADO LEADING THE CHARGE

Colorado has also been doing similar work behind the scenes to both get out a message about cannabis impairment and also determine levels of impairment. One issue the Colorado Department of Transportation has struggled with is how to get that message out without sounding alarmist.

"A couple of years ago, we reached out to connect with consumers across the state about the best way to reach them with messages of the dangers of driving high, and we got a lot of good information," Samuel Cole, Safety Communications Manager of the Colorado Department of Transportation, explained to *High Times*. "This reaffirmed that cannabis consumers want credible messages with credible information educating them about marijuana and driving. They don't want us to exaggerate the dangers. They just want good, credible,

basic information, and it can be a challenge to find that balance of legitimacy and credibility."

This latent distrust of authority probably stems from years of DARE messaging during the War on Drugs, telling consumers cannabis was deadly and dangerous, as well as the fact that it is still difficult to determine impairment rather than just previous use. However, Colorado is leading the charge in that area as well.

"We've done a lot to increase law enforcement efforts to identify impaired drivers on the road," Cole said. "Colorado has over 200 drug recognition experts that can be called to the scene of a traffic stop to evaluate a driver who might be under the influence of marijuana, or any other drug, for that matter. All state patrol troopers have advanced training in drug detection. We know that we're seeing an increase in the number of DUIs that involve public consumption, so it's getting trickier and trickier to identify the substances that somebody might be impaired by while driving." >>



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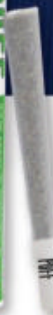
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THE FUTURE MEANS MORE RESEARCH

While that is impressive compared to many other states—especially considering some don’t even have legal weed, not to mention advanced detection systems for stoned drivers—Cole admits there is still work to be done.

“It’s really important for law enforcement officers to be able to articulate what is going on during the roadside tests, to make sure that somebody is obviously impaired before arresting them,” Cole shared. “Toxicology tests are still conducted, and we do have a standard, for better or for worse, of five nanograms of active THC in the blood as an indicator of impairment for marijuana. That five-nanogram limit is not scientifically based, and I think we do need an examination of that limit and a scientifically based standard for THC levels and marijuana.”

He adds that proper training of law enforcement is key, as it can make all the difference when it successfully comes to determining driver impairment. The officers on duty are already on track to a better understanding.

“The drug recognition program is very extensive,” Cole says of the program’s ability to determine when different substances are being used, and even combined. “If there is a drug recognition expert called to the scene of a traffic stop in which someone is suspected to be impaired, they put that person through a 12-step, standardized process involving checking the pulse, examining eyes, cognitive behavior. We find that people who are impaired by marijuana have a hard time with divided attention, in other words, doing two things at once. So, there’s a gamut of tests that can be run to identify impairment

"OUR RESEARCH REPRESENTS A NOVEL DIRECTION FOR IMPAIRMENT TESTING IN THE FIELD."

—JODI GILMAN

beyond alcohol, and our law enforcement officers in Colorado are getting better at that every year.”

The study at Harvard University came to similar results. Police officers need better tools, which leads to more detection of stoned driving, less false positives and fairer arrests.

“Identification of acute impairment from THC intoxication through portable brain imaging could be a vital tool in the hands of police officers in the field,” said A. Eden Evins, the founding Director of the Center for Addiction Medicine, and Senior Author and Principal Investigator of the study, according to *The Harvard Gazette*. “The accuracy of this method was determined by machine learning models using only information from fNIRS matched self-report and clinical assessment of impairment 76 percent of the time.”

Cole also believes that in order for cannabis impairment to be taken seriously, a culture of awareness and responsibility needs to be built around it, especially in the cannabis community.

“I think the challenge for us is creating that stigma around impaired driving and marijuana that we have currently with alcohol,” he explained. “You know, everybody’s heard ‘friends don’t let friends drive drunk.’ I think we all hold each other accountable when it comes to alcohol, but we don’t do the same thing with cannabis. And there’s a lot of credible science out there linking the dangers of driving high. Still, a lot of cannabis consumers just don’t think of cannabis the way they think of alcohol. They don’t think twice about using a rideshare program for alcohol. But if they’re under the influence of marijuana, they don’t think it’s any big deal.”

Cannabis impairment testing has yet to be perfected, and researchers are still hard at work to find a reliable solution. But as detection technology continues to advance, more and more is learned about how impairment shows up, and these advancements will be incredibly helpful for roadside and other impairment tests in the future. **HT**

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FLOWER OF THE MONTH

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 Kush Mints is a beauty made by crossing Animal Mints x Bubba Kush. The reason I grew this strain is its unique minty taste. It sort of reminds me of Martian Mean Green and those dank minty varieties that took off in the early 2000s. What ever happened to those?

- Marty the Martian

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TRIPLE SEVEN RAINBOW RUNTZ



GROW OF THE MONTH

PASSION FOR PURPLE

 This picture does not do these plants justice by any means. I'm growing Royal Runtz outside, and yes, I've heard about pests but this pheno experiment worked fine for me with a little bit of patience and due diligence.

- Malorie M

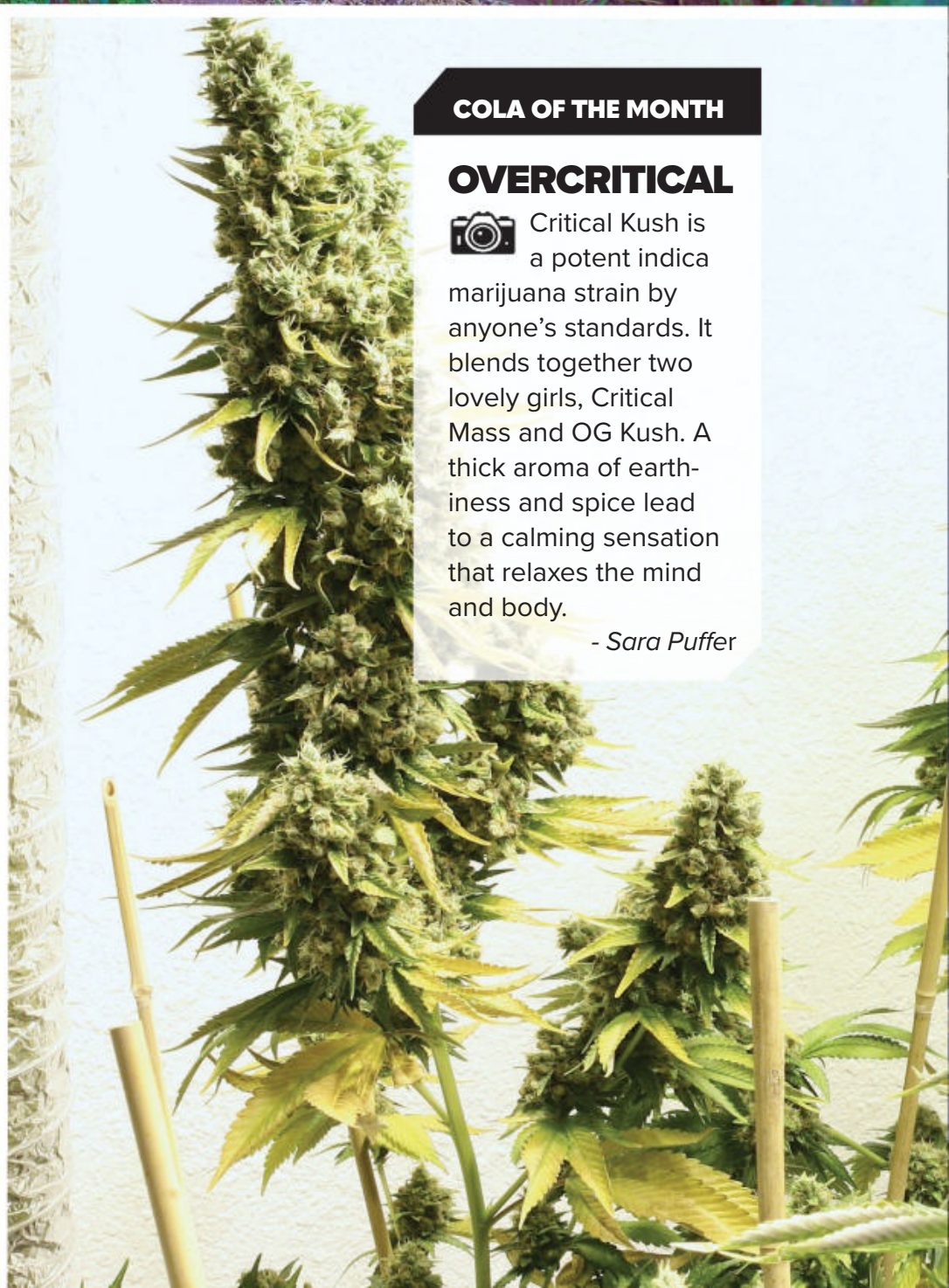


NUG OF THE MONTH

BURPED TO PERFECTION

 BOY they weren't kidding when they said Garlic Budder by Humboldt Seed Co. was fire!!!! This is beyond fire, and this sample was grown indoors with coco coir added to the media, and then I topped off some shoots. You have to smoke it slowly to truly enjoy the aromatic flavor profile.

- Chewbacca



COLA OF THE MONTH

OVERCRITICAL

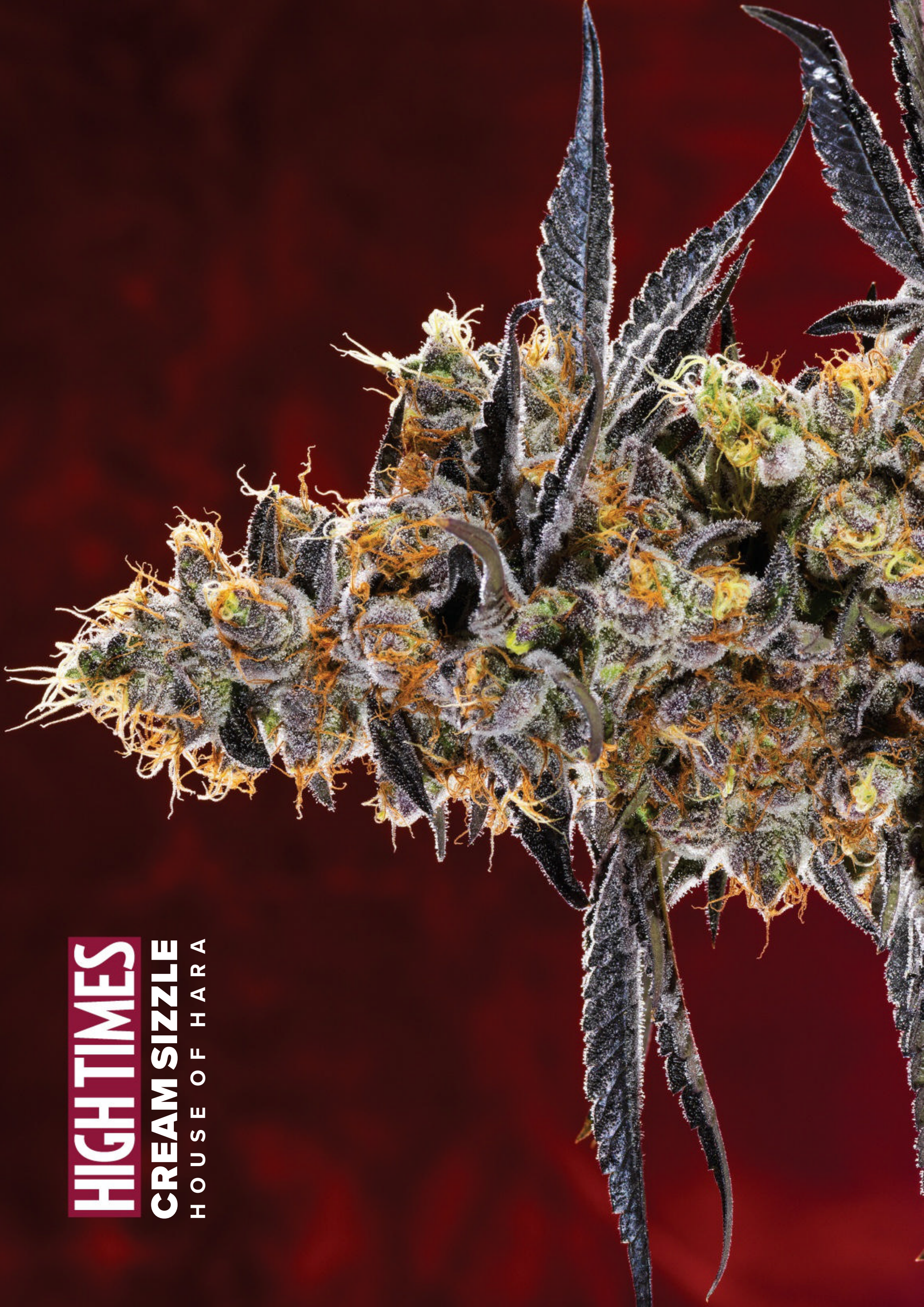
 Critical Kush is a potent indica marijuana strain by anyone's standards. It blends together two lovely girls, Critical Mass and OG Kush. A thick aroma of earthiness and spice lead to a calming sensation that relaxes the mind and body.

- Sara Puffer

COOKIE GLUE
SKUNK FEATHER



HIGH TIMES
CREAM SIZZLE
HOUSE OF HARA





SUPREME OG

NAMELESS GENETICS



April 2022 // Volume #555

ON THE *BACK*
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ILLUSTRATION: PEDRO CORRÊA

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PHOTO: KEYSTONE PRESS - ALAMY STOCK PHOTO

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Hallucinogenic History

April 19 is Bicycle Day, which is the annual celebration of the discovery of lysergic acid diethylamide—aka LSD. We can thank chemist and researcher Albert Hofmann for testing it out nearly 80 years ago, which made LSD a game-changer in the 1960s counterculture.

80

Revenge of the Party

This will be the third 420 we've had since the pandemic hit, and there's no way we're missing out on the return of festivities (as long as everyone stays safe, of course). Check out the insane events that are returning this year, and what to expect.

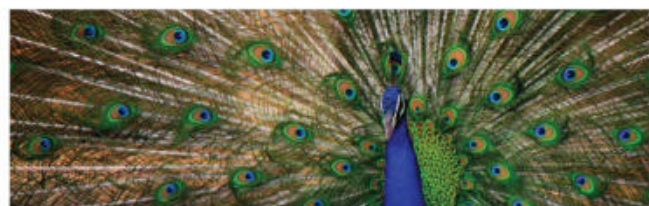


PHOTO: COURTESY NETFLIX
LIFE IN COLOR WITH DAVID ATTENBOROUGH

88

Hello, Mother Nature

Our Planet Earth Entertainment Guide, filled to the brim with 4k high-resolution animal and nature footage of the highest vibrancy, helps viewers explore a wide variety of both serious and educational content—and includes narration from the likes of Tom Hiddleston, Paul Rudd, Michael Keaton and the king of nature documentaries: David Attenborough.

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True Authenticity

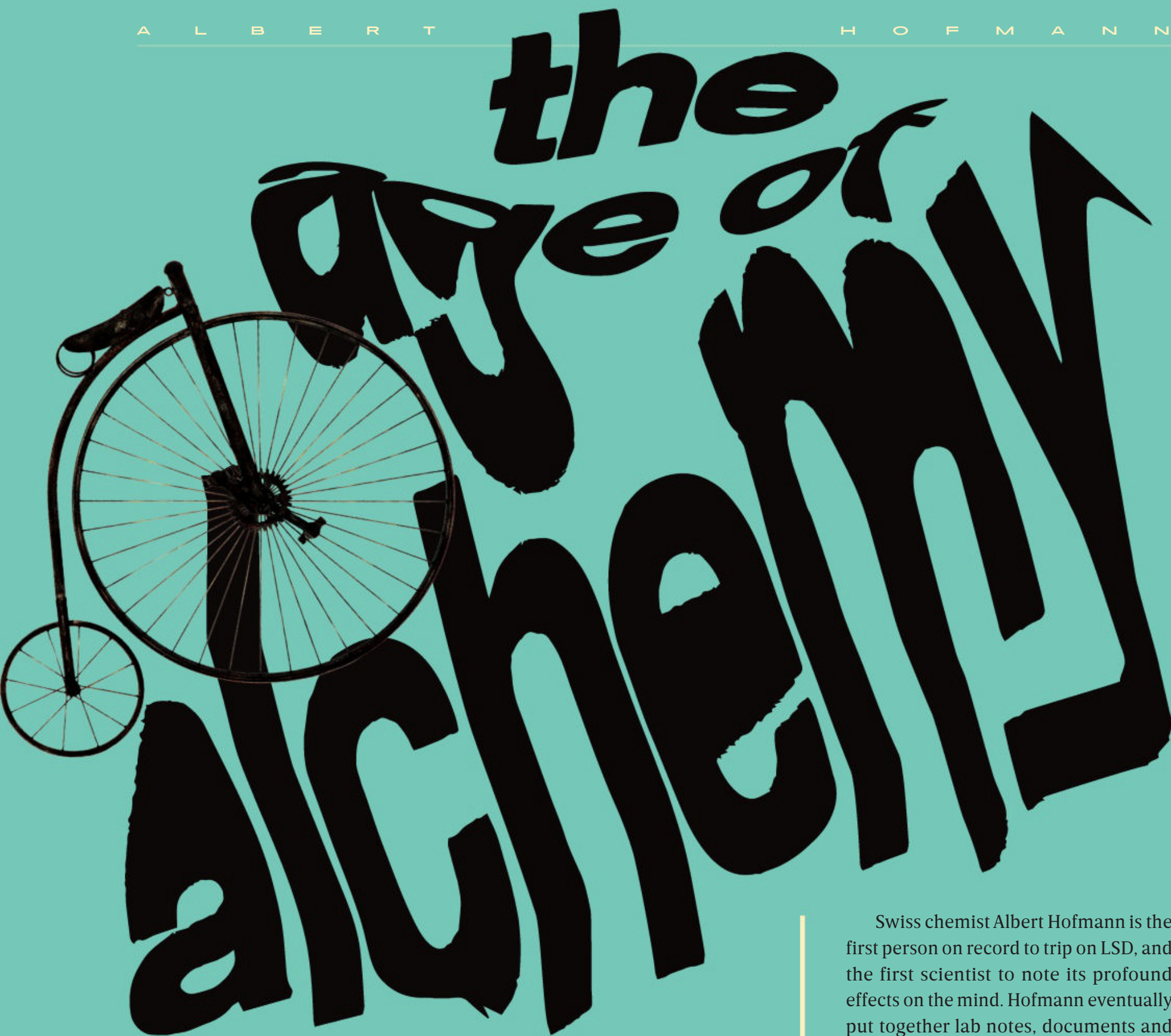
In a *High Times* exclusive interview, famed reggae musician Jesse Royal gets real with his Rastafari spirituality, the importance of striving for authenticity, and how he transmutes existing themes of the world and transform them into musical form. Having grown up with Ziggy, Stephen and Damian Marley, Jesse Royal is a part of the reggae scene's most influential artists.

1 1 2

Fighting the Good Fight

Chef Tracey Medeiros is a passionate culinary artist who embraces sustainable living and the Farm to Table movement. In her book, *The Art of Cooking with Cannabis*, she compiles recipes geared at sharing these values with others, as well as personal advocacy stories from those who are fighting for social justice reform in the industry.





the day of alchemy

EACH YEAR ON BICYCLE DAY, WE CELEBRATE ALBERT HOFMANN'S DISCOVERY OF THE PROFOUND AND MYSTICAL EFFECTS OF LSD.

BY BENJAMIN M. ADAMS

Bicycle Day falls on 420 eve each year on April 19 to commemorate the pivotal 1943 discovery of the effects of the most potent hallucinogen known to humankind—lysergic acid diethylamide (LSD).

Swiss chemist Albert Hofmann is the first person on record to trip on LSD, and the first scientist to note its profound effects on the mind. Hofmann eventually put together lab notes, documents and other data to publish *LSD - My Problem Child* in 1980. In it, he recorded the discoveries of LSD in great detail—providing some fascinating insight into a beautiful accident that eventually transformed culture as we know it. Other books Hofmann co-authored include *Plants of the Gods* and *LSD and the Divine Scientist*, which includes personal insights previously only known to his family.

The Albert Hofmann Foundation is kept online as a historical artifact, being hosted and managed by Erowid Center. The Foundation “has not been active in the last decade,” a representative from Erowid Center told *High Times*. Erowid Center, however, stores a database of LSD information, complete with user-provided photos of the chemical in many forms. >>



100 times, spanning the years of 1958–1961, supplied by Dr Mortimer Hartman at the Psychiatric Institute of Beverly Hills in California. To Grant and other volunteers, lighter psychedelics such as cannabis might have seemed like a cup of tea compared to LSD.

Some people view LSD as the prime catalyst of 1960s counterculture—as much of a game-changer as cannabis. LSD couldn't be confined to research and government-led science projects, creeping into the general consciousness. By 1966, “Turn on, tune in, drop out” was the catchphrase popularized by LSD gurus like Timothy Leary, Allen Ginsberg or Ken Kesey, while scores of bands such as Grateful Dead and The Beatles were inevitably inspired by the mystical chemical.

The US banned possession of LSD on October 24, 1968—while the FDA continued LSD research on volunteers until 1980.

Experts helped *High Times* to piece together the story of Hofmann's LSD breakthrough, and how modern-day coaches can help people navigate safely through psychedelic experiences. >>

"ALBERT HOFMANN HIMSELF WAS A MYSTIC."

- PAUL F. AUSTIN, FOUNDER AND CEO OF THIRD WAVE

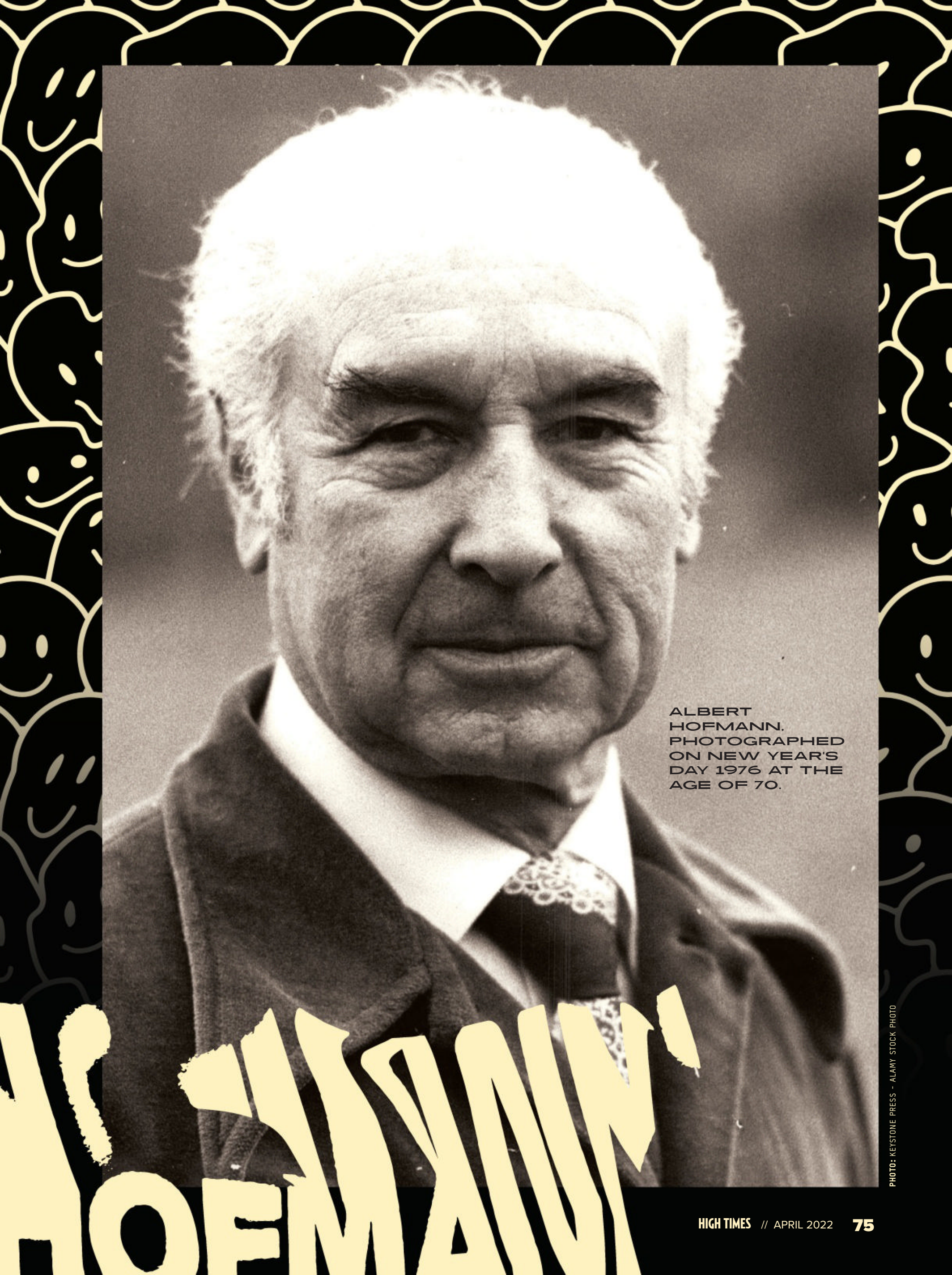
Originally, LSD was available from researchers as a tablet, but today, LSD is found in tiny stamps of blotter paper, gel tabs, microdots or in liquid form. Its mystical effects on the mind are difficult to explain to someone else.

“Albert Hofmann himself was a mystic,” Founder and CEO of Third Wave, Paul F. Austin told *High Times*. “So, he had that first Bicycle Day experience in 1943, but it wasn't just that first experience—he continued to work with it and gave it to close colleagues at his research institute. What they experienced, over the next four to five years, in 1943–1948, was significant in terms of the breakthroughs that they had.” Twenty years later, Hofmann's focus shifted to psilocybin and other psychedelics.

Third Wave provides well-researched, high-quality information specific to the classic psychedelics with an emphasis on microdosing. It was thanks to researchers like Hofmann that the enormous potential for psychedelic-assisted therapies was revealed.

Once the effects were known, government-funded LSD studies and experiments were everywhere, with involvement from entities such as the FDA, CIA and British government. Actor Cary Grant, for instance, dropped acid an estimated

LSD



ALBERT
HOFMANN.
PHOTOGRAPHED
ON NEW YEAR'S
DAY 1976 AT THE
AGE OF 70.

ALBERT HOFMANN

PHOTO: KEYSTONE PRESS - ALAMY STOCK PHOTO

EARLY RESEARCH

In 1929, Hofmann left the University of Zürich to work at Sandoz Laboratories in Basel, with the specific goal of developing new pharmaceuticals based on active plants and fungi. The pharmaceutical department was small, with a handful of researchers on the team with doctorates.

By 1938, Hofmann was attempting to develop a new analeptic—a drug used to treat respiratory and circulatory issues. Analeptics are used most often as a restorative drug to help people awaken and recover from anesthesia.

Hofmann's team elected to study plant and fungi compounds



"IN TERMS OF ALL THE WELL-KNOWN PSYCHEDELICS, IT'S THE MOST POTENT AT 10 MICROGRAMS. 100 MICROGRAMS IS STILL A TINY AMOUNT, WHICH IS A FULL-BLOWN DOSE. THAT'S WHY THE '60S WENT SO SIDEWAYS."

- PAUL F. AUSTIN, FOUNDER AND CEO OF THIRD WAVE

of "recognized value" including woolly foxglove (*Digitalis lanata*), Mediterranean squill (*Scilla maritima*), and ergot of rye (*Claviceps purpurea* or *Secale cornutum*). All three are poisonous in natural form. At first, the team thought Mediterranean squill would be most interesting, because it contains cardioactive glycosides, which are beneficial for the heart. Mediterranean squill is a plant used in Ancient Egyptian medicine for various conditions.

Woolly foxglove contains a natural steroid, which also seemed useful. Ergot, on the other hand, is a poisonous fungus that grows into tiny black fingers on crops of rye. It's been used occasionally to stop bleeding, but it is mostly viewed as a poisonous fungus. It was blamed in the Middle Ages for St. Anthony's Fire—or ergotism, which can cause the loss of limbs or death centuries ago. That's why the poisonous elements of ergot have to be processed and separated. Hofmann was interested in its properties as an ecbolic—a medicament to precipitate childbirth.

Neither Hofmann nor anyone else knew about its psychedelic properties. Hofmann extracted LSD-25 from a sample of ergot on November 16, 1938. To do this, he chemically linked two components of ergobasine, lysergic acid and propanolamine, using a relatively complex lab process. Lysergic acid diethylamide, abbreviated LSD-25, was the 25th substance that Hofmann synthesized from ergot, and at first, it was "relatively uninteresting."

Hofmann's new "analeptic" just wasn't panning out how he planned. When he administered it to lab animals, they just sat there for hours—so Hoffman set the LSD aside for five years and forgot about it. On April 16, 1943, Hofmann took one last stab,

synthesizing a new batch of LSD from ergot. During synthesis, a droplet of acid touched his skin.

Founded in 1986 by Rick Doblin, the Multidisciplinary Association for Psychedelic Studies (MAPS) is a 501(c)(3) non-profit organization specializing in research and education covering the medical, legal and cultural shifts of "the careful uses of psychedelics and marijuana for mental and spiritual healing."

Since 1986, MAPS has distributed over \$20 million to fund psychedelics and medical cannabis research and education. Doblin's work was covered in former *Washington Post* Magazine editor Tom Shroder's book *Acid Test: LSD, Ecstasy, and the Power to Heal*.

"Back in 1938, Albert first synthesized LSD, but he had no idea about the potential of LSD in therapy," says MAPS Founder and Executive Director Rick Doblin. "Sandoz gave it to animals and found nothing of interest. Albert didn't learn about the psychedelic properties of LSD until five years later in 1943 when he re-synthesized it on April 16, 1943, and inadvertently absorbed some and had an unusual experience [...]"

Doblin received his master's and PhD in public policy from the Kennedy School of Government at Harvard University, and was in the first group to be certified by Dr. Stanislav Grof as a Holotropic Breathwork practitioner. One of Doblin's projects is working to form a database for Albert Hofmann Foundation's LSD and Psilocybin Library. Doblin asked, "How Can We Use Psychedelic-Assisted Therapy To Treat Trauma?" including LSD in a 2019 TED Talk that was shared in 2021 by NPR.



THE FIRST TRIP

Within an hour of first contact, Hofmann experienced an intense rush of profound inner feelings and geometric hallucinations of color. He found it difficult to put his experience into words. The five senses just didn't really seem to be sufficient to explain its powers.

He sent a report to Professor Stoll about his experiences. He was overcome by a "remarkable restlessness, combined with a slight dizziness." He made it home and sank into a dreamlike state, with eyes closed. He perceived an uninterrupted stream of "fantastic pictures, extraordinary shapes with intense, kaleidoscopic play of colors." After about two hours more, the effects faded away.

Hofmann couldn't stop thinking about it, as evident in his notes. Three days later, on April 19, 1943, Hofmann set out to experience LSD intentionally. He guessed that 250µg (micrograms) would be a good starting point, and he swallowed a drop of it

at 4:20 pm, according to his meticulous records. Hofmann poured the LSD into 10cc of water to dilute it, and drank it.

Within minutes, Hofmann realized with horror that he had screwed up: the rush of hallucinations and effects was way too strong and getting stronger.

He was only able to write the last words "with great effort." It was already clear to Hofmann that LSD had been the culprit for the remarkable experience the previous Friday, which altered perceptions, only much more intensely. He struggled to speak intelligibly, asking his laboratory assistant to escort him home and she was aware of his experiment. They were forced to travel by bicycle, as no automobiles were available because of wartime restrictions. On the way home, Hofmann's condition worsened.

Hofmann called his assistant to help him ride the bike home. But Hofmann explained that his assistant transformed into "a malevolent, insidious witch with a colored mask." Hofmann explains a demonic transformation in himself as well. His ego was completely dissolved, and he felt as though a demon or something else

was controlling his body. Hofmann chugged two liters of milk—thinking that it would reduce the effects of LSD. Eventually however, Hofmann's bad trip gave way to a euphoric high with pleasant visions.

Hofmann's wife had heard that he was going through some sort of breakdown, and rushed to Basel from Lucerne to check on him. By the time she arrived in Basel, the effects had worn down, and Hofmann could not stop talking about this experience. His doctor came over to check his vitals, and found nothing to be concerned about, other than his dilated eyes.

He was shocked how "real" the new reality under LSD seemed compared to normal consciousness. He said he felt as though LSD itself summoned him to discover it.

"Albert's experience on April 19 was frightening—but it also had spiritual elements," said Doblin. "He and others at Sandoz initially thought LSD could be good for training therapists and psychiatrists so that they could get an experiential perspective on what some of their mentally ill patients were experiencing. One of the first words for this class of drugs was 'psychotomimetic' meaning that the experience was similar to psychosis. It was only over time as more researchers tried it that the therapeutic and spiritual potential became better understood and it was clearer that much more was going on than just mimicking psychosis."

Hofmann wrote that he was convinced LSD would be used in pharmacology, neurology and "especially in psychiatry." He never envisioned that LSD would be taken over by hippies and musical artists.

"So, Hofmann really came to the conclusion [that LSD has potential in pharmacology] based on his own experiences, but because he slowly started to ship it out for free," Austin said. "And those were the reports that kept coming back: 'Wow. We've never encountered something like this before.' As helpful as this has been for dealing with mental issues." >>

LSD IN PHARMACOLOGY

Austin explained that psychedelics were panned as useless in previous eras. “Before acid and mushrooms were called psychedelics, they were called psychotomimetics, because they mimicked what people [at first] thought was a state of psychosis. Through that mimicking of a state of psychosis—which is this classic mystical experience—what a shaman might facilitate—that minds were open to this conditional love.”

Austin went on to say that at research facilities including locations at Johns Hopkins, researchers are learning that dealing with unconditional love is why psychedelics precipitate healing from depression, addiction, anxiety and so on.

But people need to be aware of the sheer power they are dealing with, especially when it comes to LSD. “In terms of all the well-known psychedelics, it’s the most potent at 10 micrograms. 100 micrograms is still a tiny amount, which is a full-blown dose.”

Dose-for-dose—LSD tops all other hallucinogens in potency, as other hallucinogens require a much larger dose.

“That’s why the ’60s went so sideways,” said Austin. “It was because acid was such a potent psychedelic, and you had figures like Timothy Leary [...] and Ken Kesey, who just passed it out far and wide to anyone and everyone. Even though it was a tiny amount, it was blowing people out of their minds. It’s a major reason why you don’t see as much research on it versus other psychedelics like psilocybin.”

Hofmann passed away in Switzerland on April 29, 2008. One of the ways Hofmann’s chemicals are kept alive is through companies such as Third Wave. Psychedelic experiences are not to be trifled with, so there is a lot of preparation and know-how required.

“We do what I would call education and training,” said Austin. “So, a lot of my focus is on history. I recognize a lot of the mistakes that were committed in the 1950s and ’60s, particularly in the ’60s. We had—even in the ’50s and ’60s—over 1,000 clinical papers published on the efficacy of LSD. So, we had all the research—but when psychedelics made the leap from clinical studies to culture, things went sideways.”

Austin continued, “We focus instead on microdosing and the clinical benefits of microdosing, because it helps. Even at very, very low doses, psychedelics can be potent. And so we have a course on how to work with microdosing. We do a training program for coaches, so if you’re a coach, or if you want to be a coach in the psychedelic space, we train on what

we can “the skill of psychedelics” to be able to help other people as well.”

Third Wave just rolled out a mushroom grow kit, with a course on how to grow your own mushrooms, given the current momentum around psychedelics. (Psilocybin is still illegal almost everywhere.) Third Wave works within a legal framework to make these substances a bit more accessible. 

"ONE OF THE FIRST WORDS FOR THIS CLASS OF DRUG WAS 'PSYCHOTOMIMETIC' MEANING THAT THE EXPERIENCE WAS SIMILAR TO PSYCHOSIS. IT WAS ONLY OVER TIME AS MORE RESEARCHERS TRIED IT THAT THE THERAPEUTIC AND SPIRITUAL POTENTIAL BECAME BETTER UNDERSTOOD AND IT WAS CLEARER THAT MUCH MORE WAS GOING ON THAN JUST MIMICKING PSYCHOSIS."

- MAPS FOUNDER AND EXECUTIVE DIRECTOR RICK DOBLIN

THE ALBERT HOFMANN
FOUNDATION
hofmann.org

THIRD WAVE
Thethirdwave.co

MULTIDISCIPLINARY ASSOCIATION
FOR PSYCHEDELIC STUDIES
Maps.org

EROWID CENTER
erowid.org



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CALIFORNIA STORES:
VISTA PORT HUENEME



RETURN OF THE EVENTS

Race to the finish, get educated and raise the roof at this year's 420 celebration events.

by Keegan Williams

AS CANNABIS ENTHUSIASTS AND PROFESSIONALS ALIKE continue to navigate the broader impacts of the COVID-19 pandemic, following two years of sporadic canceled and online-only events, the cannabis space is once more joining together to celebrate community and the 420 holiday in person.

The cannabis boom is continuing to push throughout the United States, meaning no matter where you live, there is surely a way to celebrate the iconic, weed-centric holiday this year. For consumers looking for a communal day of blazing, *High Times* has you covered with suggestions on the most iconic events for networking and diving deeper into the emerging industry.

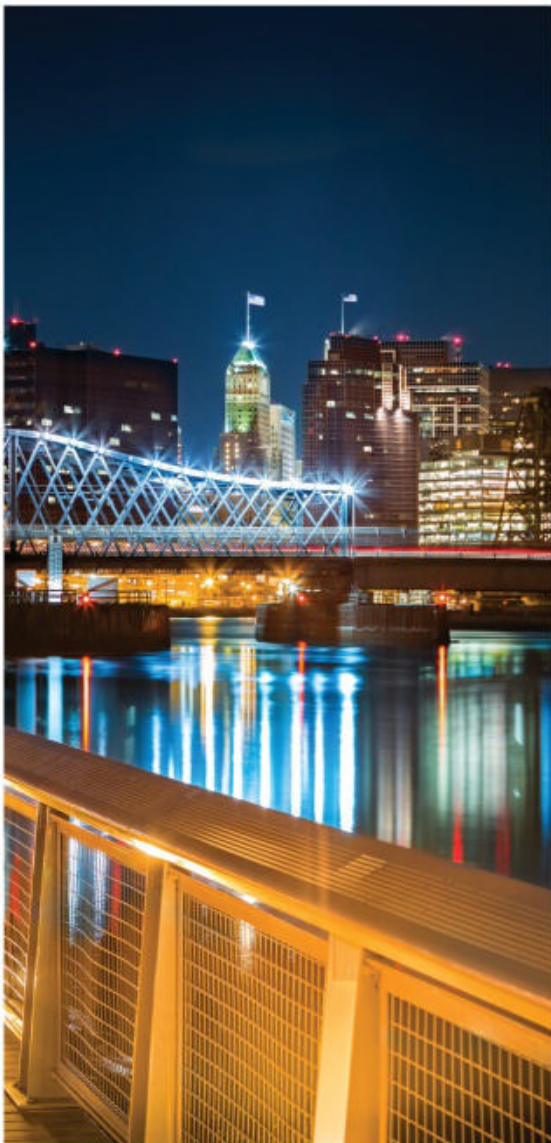
Although these events are all subject to change at a moment's notice due to the changing landscape of the pandemic, we're certain that there's no better way to celebrate 420 than at one of these hip happenings. Check out this list of some of the biggest cannabis festivals, expos and events coinciding with 420 season. Be safe, get high and stay stoney! >>



PHOTOS: WENDY WEI



NEW ENGLAND / MID-ATLANTIC REGION



NEW JERSEY CANNABIS EXPO

New Jersey Convention Center

Edison, NJ, April 13-15

As New Jersey treks forward with its new legal cannabis market, the state's New Jersey Cannabis Expo has you covered, featuring a number of workshops, expo floor sessions, live demos, speakers, panel discussions and more over the two-day event. Each day will also feature prize giveaways, along with ticket add-on options, like pre-con workshops; a cannatrends networking breakfast; a veteran, minority and women luncheon; canna executive networking breakfast and a cannavest luncheon.

 cannaone.com

DAMN SAM & NY HARVEST FEST'S 4/20 CELEBRATION AND CANNA MARKETPLACE

Amazura Night Club

Queens, NY, April 20, 2022

For New Yorkers who don't want to wait until May to celebrate, this 12-hour celebration, from 4:20 p.m. to 4:20 a.m. is the place to go. The folks from the Stoner Morning Show are emceeing the event all night, complete with vendors, a comedy show, live music, light and laser shows, speakers, live art and more. The event will also feature its first NYC Cannabis Competition and first Brownie Edibles Competition, along with a "huge outdoor smoking area," according to the event website.

 damnsam.com

PENNSYLVANIA CANNABIS FESTIVAL

Renninger's Farmers Market

Kutztown, PA, April 23-24

Founded in Scranton, Pennsylvania with the mission of raising awareness to end cannabis prohibition in the state, the Renninger's Farmers Market is back, with more than 150 vendors, live music, canna-centric speakers, discussion panels and more. The event is free, and for those looking to enjoy festivities with a four-legged friend, fear not: It's also friendly for leashed pets.

 penncannafest.com

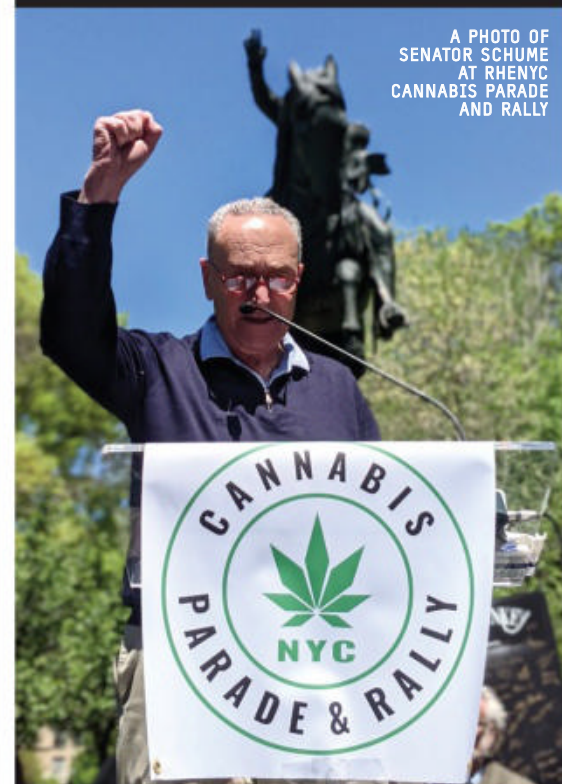
NEW YORK CITY CANNABIS PARADE AND RALLY

Union Square Park

New York City, NY, May 7

As one of the longest running cannabis legalization events in the world, beginning as a "smoke-in" in Washington Square Park in 1973, the gathering has since evolved into a three-part event: a parade down Broadway, a rally in Union Square Park and a celebratory after party. It serves as both a celebration and acknowledgement of hard work done by activists and advocates, ushering in a new era of legal cannabis for the state. Parade assembly begins at 10:30 a.m. on the east side of Broadway between 31 and 32 Streets, with marching commencing at 11 a.m. The rally is from 12 p.m. to 2:30 p.m., and expect an array of prominent speakers, including activists, elected officials and industry leaders, along with musical entertainment to follow.

 cannabisparade.org



A PHOTO OF SENATOR SCHUME AT RHE NYC CANNABIS PARADE AND RALLY

PHOTOS: STEVE BLOOM

SOUTHERN REGION



PHOTO: SHUTTERSTOCK

AUSTIN REGGAE FESTIVAL

**Auditorium Shores at Town Lake
Metropolitan Park**

Austin, TX, April 22-24

Attention reggae lovers of the Lone Star State: The Austin Reggae Festival, which first launched in 1994, returns to an in-person experience this year, benefitting the Central Texas Food Bank in their mission to feed thousands of hungry families in Travis County and surrounding regions. The longtime event features top reggae

artists from around the world, along with a variety of international food booths and unique arts-and-craft vendors. This year's lineup includes The Expendables, Collie Buddz, Kabaka Pyramid, Julian Marley & The Uprising, along with a number of other amazing reggae artists.

 austinreggaefest.com



PHOTO: DAVE VANN

CAROLINAS CANNABUSINESS CONFERENCE & EXPO

**Hickory Metro Conference
Center**

Hickory, NC, April 29-30

This two-day event, dedicated to creating and strengthening emerging industrial and technological partnerships in the budding cannabis industry, focuses on supporting access, education and awareness in all levels of cannabis-related business. Expect plenty of exhibitors, along with investors and community partners showcasing the best industry products, innovations and new technology.

 carolinascannabusiness.com

SWEETWATER 420 FEST

Centennial Olympic Park

Atlanta, GA, April 29-May 1, 2022

Looking to celebrate the 420 holiday with a festival, jam-packed with music? Look no further. The SweetWater 420 Fest features three days of music, including The String Cheese Incident, Snoop Dogg, Dirty Heads, Lotus, Trey Anastasio Band, Oysterhead, Thievery Corporation and many more. Along with the abundant musical offerings, enjoy the artist market, featuring more than two dozen artists, hands-on workshops surrounding eco-consciousness and taste your way through more than 25 unique styles of SweetWater beers, ready-to-drink cocktails and of course some munchies at the food court.

 sweetwater420fest.com

NATIONAL CANNABIS FESTIVAL

RFK Festival Grounds

**Washington, D.C., April 22-24,
2022**

The sixth annual National Cannabis Festival is jam-packed with events over three total days. The action kicks off April 22, with the National Cannabis Policy Summit at the Ronald Reagan Building and International Trade Center. The festival follows on April 23, featuring exhibitors, speakers, vendors, and more. Have we mentioned the packed concert lineup? Wiz Khalifa, Lettuce, Ghostface Killah, Backyard Band, DuPont Brass, Shamans of Sound, Cramer, Farrah Flosscett and Slick Rick are all set to perform at the festival. Finally, wrap the festivities with the National Cannabis Championship on April 24, celebrating the best in cannabis cultivation with entries from homegrown THC flower entrees Washington, D.C. and Virginia, and flower, topical and edible hemp entries from New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia, West Virginia and Washington, D.C.

 nationalcannabisfestival.com



PHOTO: DOUG VAN SANT

MIDWEST REGION



ANN ARBOR HASH BASH, MONROE STREET FAIR

University of Michigan Diag

Ann Arbor, MI, April 2

An annual event held in Ann Arbor on the first Saturday of April at “high noon,” the first Hash Bash event debuted in 1972 as a response to the Michigan Supreme Court’s earlier decision, which declared the law to convict activist John Sinclair for the possession of two joints unconstitutional, leaving the state without a law to prohibit cannabis use until the weekend of the event. Swing through for speeches, live music, street vending and abundant festivities, with community centering reform around federal, state and local cannabis law. While you’re there, check out the Monroe Street Fair down the street. The two events overlap; the street fair is free and showcases a wide variety of bands, vendors and more. Together, the two events attract more than 20,000 patrons.

 hashbash.com

 monroestreetfair.com

OHIO MARIJUANA EXPO

Sharonville Convention Center

Cincinnati, OH, April 2

Ohio’s largest cannabis expo—catering to consumers, patients and enthusiasts—has returned, with a mission to educate and empower patients to make informed decisions for their healthcare and treatment options. Explore the myriad booths, speakers and vendors, with plentiful opportunities for community connection and networking with cannabis advocates, patients, physicians, professionals, cultivators, dispensary operators, processors, job seekers and healthcare providers.

 ohiomarijuanaexpo.com

CANNIFEST CHICAGO 2022

Ravenswood Event Center

Chicago, IL, April 9-10

The two-day cannabis trade gathering and celebration of all things green is headed to the Windy City. The event highlights community and cannabis, with more than 50 vendors and exhibitors from around the country, alongside some of the nation’s top breeders and brands. To keep the fun going, be sure to snag tickets to the official after party.

 cannifest.com

MICHIGAN CANNABIS EXPO

Soaring Eagle Resort and Casino

Mt. Pleasant, MI, April 20-21

For Michigan cannabis professionals, the largest cannabis expo in the state can’t be missed. With the space boasting more than 60,000 square feet, expect the top cannabis industry suppliers on the show floor exhibiting the latest in cannabis production technology, along with dozens of seminars led by industry experts and networking opportunities with hundreds of the industry’s professionals.

 [cannabisimp.com/
michigan-expo-2022](https://cannabisimp.com/michigan-expo-2022)

ROCKY MOUNTAIN / SOUTHWEST REGION

FLYHI 420 FESTIVAL

Civic Center Park

Denver, CO, April 20

Following last year's cancellation, Euflora Dispensaries are sponsoring this year's FlyHi 420 Festival in Denver. Join more than 50,000 people for the city's traditional cannabis gathering at Civic Center Park, right outside downtown, to celebrate cannabis culture, complete with food trucks, cannabis-related resources and networking, artists and more. Finally, prepare to "Get Low" with a special, live DJ set by Lil Jon. Did we mention it's free?

 flyhi420festival.com



420 ON THE ROCKS

Red Rocks Amphitheatre

Morrison, CO, April 20

After last year's event moved to September, the 420 on the Rocks concert has returned to its traditional April 20 date. Enjoy the festivities at one of the most iconic and scenic music venues in the country, featuring Pepper, Method Man and Redman, along with performers Collie Buddz, DENM, The Underachievers, Keznamdi and more.

 redrocksonline.com

NM 420 FEST 4.0

Central Avenue, 3rd Through 7th Streets

Albuquerque, NM, April 20

Called the state's "largest cannabis celebration," this free event runs from 2 p.m.-11 p.m. in Downtown Albuquerque, fitting for anyone looking to celebrate New Mexico's newly legal cannabis market. Enjoy more than 50 vendors, dispensaries, a full lineup of bands, artists, dancers, speakers, munchies and more.

 nm-420-fest.com

THE OKLAHOMA CANNABIS CONVENTION BY NECANN

Expo Square

Tulsa, OK, April 23-24

As a titan of the cannabis industry since 2014, NECANN is bringing its cannabis and hemp convention to Oklahoma just in time for the 420 season. The event features two days of exhibitors, speakers and more, appealing to businesses, entrepreneurs, advocates, patients, investors, educators and consumers alike celebrating the new, booming Oklahoma medical cannabis industry, and keep an eye out for NECANN's future events throughout the rest of 2022 in New York, Illinois, Vermont, New Jersey and Maine.

 necann.com

PACIFIC COASTAL REGION

SEATTLE 4/20 STONER RUN

Pending Race Location

Seattle, WA, April 19

Who says stoners can't get up and moving? The annual 420 race aims to raise money and awareness for ending national cannabis prohibition, "by killing stereotypes one mile at a time," the event site notes.

 raceentry.com

420 HIPPIE HILL SAN FRANCISCO

Robin William Meadow, Golden Gate Park

San Francisco, CA, April 20

The annual gathering at San Francisco's Golden Gate Park on Hippy Hill is back in person this year, after taking 2020 to pivot to a solely online model. The event is free, featuring a dedicated food area, vendors, activities and more. Gates open at 10 a.m. PST, with all music and programming ending at 5 p.m., though event managers highly suggest early arrival, as gates are often congested later in the afternoon.

 420hippiehill.com

UNDERGROUND 420 FEST

The Boiler Room LA

Inglewood, CA, April 20

The home of some of the music iconic parties in the city, take a trip to LA's iconic Boiler Room this 4/20 for nine hours of music, dancing, drinks, food, exclusive vendors, special guest appearances and more. Tickets start at \$10 for general admission presale, increasing to \$20 the day of the show, with additional options for V.I.P. admission.

For more information, check out the event page at

 bit.ly/3lu9MUS

SEAGAZE FESTIVAL

Lo-Fi Performance Gallery
(April 20, 22-23),
The Central Saloon
(April 30) — Seattle, WA

Embrace the chilliest of vibes with Seattle's four-day shoegaze, post-punk and psych-rock festival, spotlighting the best of the genres by musicians of the Pacific Northwest. The event is back after a pandemic hiatus, a smaller festival that counters the experience of some of the larger, more commercial festivals, prioritizing quality and experience. As we continue to navigate the COVID-19 pandemic, Seagaze Festival organizers hope to bring attendees "some joy and love to continue your year with."

 seagazefestival.com

THE SMOKER'S CLUB

Glen Helen Amphitheater — San Bernardino, CA, April 30

Repping the East Coast is The Smoker's Club—featuring headliners like Kid Cudi, A\$AP Rocky, Playboi Karti, 2 Chainz, Ferg, Schoolboy Q and Wiz Khalifa. The Smoker's Club takes place April 30th, 2022 at Glen Helen Amphitheater in Southern California. Hotel and ticket packages are available if you're traveling from another state. Festival hours take place from 11 a.m. to 11 p.m.

 thesmokersclubfestival.com

GREEN STREET FESTIVAL

Downtown Los Angeles (Venue TBD)

Los Angeles, CA, May 13-14

If you're looking for a true return to classic cannabis events, then the Green Street Festival is going to be a banger. The first day begins with a limited-capacity evening event called "An Evening with 'Gary & Harry,' The Quickest Minds of Our Generation"—featuring host Gary Vaynerchuk and musician Harry Mack (and a \$1,000 all-access pass to this exclusive opportunity). The second day is when things really kick off though, with musicals acts Juicy J & Friends, Gary Vaynerchuk, Harry Mack and many more (not to mention food vendors like Yeastie Boys, Uncle Paulie's Deli, Gusto Green and Afters Ice Cream to keep your munchie cravings satiated). Alongside carnival games and numerous vendors to explore, it will also be the day that the 2022 Emerald Cup Awards will be held, featuring some of the region's top-notch cannabis products to check out.

 greenstreetfest.com

PHOTO: SHUTTERSTOCK

PROSECUTE THEFT

“The video surveillance allowed us to share really clear video to the police and also for insurance claims for products that were damaged and stolen.”

—Paul Henderson, High Times
President and COO



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THE MESMERIZING MAJESTY OF NATURE

CAPTIVATING FOOTAGE AND HYPNOTIC NATURAL
WONDERS WILL DAZZLE YOUR MIND THIS 420.



by Nicole Potter



For cannabis enthusiasts, April 20 is all about weed. For nature enthusiasts, April 22 is the annual celebration for Earth Day. The two holidays overlap in many ways when it comes to celebrating plants, embracing sustainability and appreciating what nature has to offer. Organic hemp, for instance, is one of the most sustainable fibers around, consuming fewer resources, and makes a strong composite that can replace wood. Cannabis and hemp varieties have the power to pull toxins out of the earth through phytoremediation. The earth needs that so desperately.

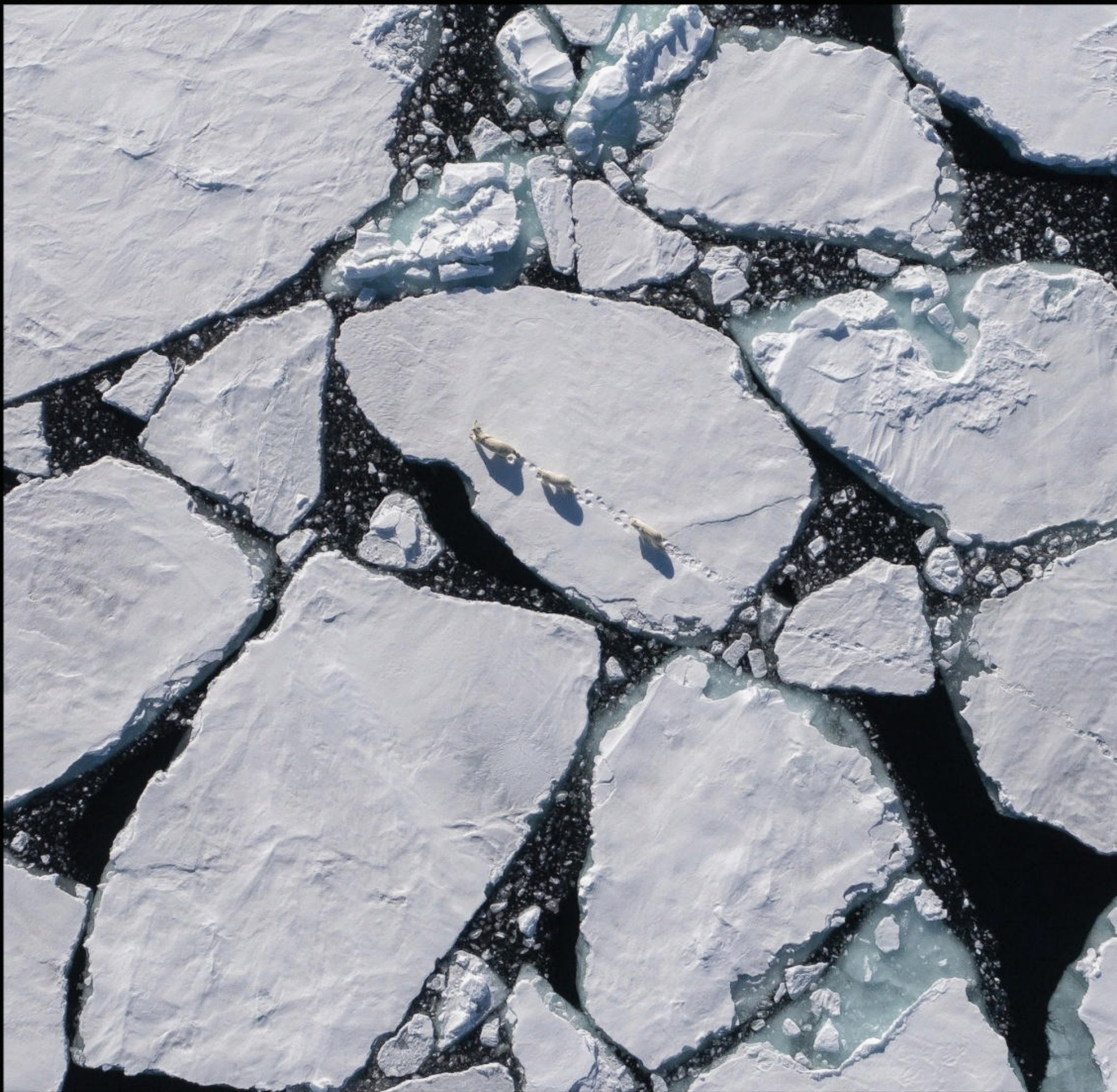
With this fusion of cannabis and earth sustainability in mind, it's time to think about the earth. In the realm of entertainment, 420 is a welcome excuse to binge-watch stoner classics, or check out new cannabis-themed content as well as earth-oriented content. When it comes to options for nature documentaries, there are *many, many* to choose from.

Some of the most recent nature documentaries explore the vast corners of the world from natural wonders such as volcanoes and the Great Barrier Reef. Others

focus on the incredible life and behaviors of exotic creatures. Some stand out from the crowd to tales yet untold, with a focus on color, nocturnal creatures or plants.

The past years' worth of nature documentaries have attracted a number of familiar voices to narrate some of these unique tales such as actors Will Smith, Tom Hiddleston, Paul Rudd, Michael Keaton and Catherine Keener and Helen Mirren. Their impressive descriptions of nature are interesting, but no one can dethrone the king of narration—David Attenborough—who has contributed to quite a few of the documentaries and series on this list. (The man is 95 years old and still trekking through the rainforest? He's a legend.)

This 420, merge your love for cannabis with a love for nature with *High Times'* planet Earth-inspired documentary entertainment guide. Zen out with beautiful bird's eye view footage of the lush tropical rainforests, massive glaciers (or what's left of them), thriving forest networks, mysterious yet vibrant scenes under the sea, known and unknown creatures to pique your curiosity and endless takes on the world's most interesting locales. >>



DISNEYNATURE POLAR BEAR

AVAILABLE ON DISNEY+

RELEASING APRIL 22, 2022



The DisneyNature series of films has been producing captivating stories about animals since 2008. The next iteration in this 14-year-old series of nature movies focuses on one animal that is currently considered to be “threatened” under the United States Endangered Species List—the polar bear. These

carnivores live isolating lives, and in *DisneyNature Polar Bear*, it explores the behaviors of one polar bear learning how to be a mother to her new cub, all while encountering a variety of challenges that threaten her life, as well as her species. The film is narrated by Catherine Keener (famous for her roles in films such as *Being John Malkovich*, *Into the Wild* and *Get Out*) and directed by Alastair Fothergill and Jeff Wilson, who also worked on the DisneyNature film, *Penguins*, from 2019. Harry Gregson-Williams scored the film’s soundtrack (among his resume include scores for *The Chronicles of Narnia: The Lion, The Witch and the Wardrobe*, *The Martian*, *Chicken Run* and the *Shrek* films) so you’re in for some great music, too. >>



LEFT: A polar bear family crosses floating ice on Disneynature Polar Bear.

TOP RIGHT: The series explores the relationship between a mother polar bear and her cub.

BOTTOM RIGHT: Polar bears are a threatened species.



EXPLORER: THE LAST TEPUI

AVAILABLE ON DISNEY+

RELEASING APRIL 22, 2022

 *National Geographic's Explorer* series aired on television for 25 years, ending in 2010, and rebooting again in 2015 after a five-year hiatus. The latest installment is *Explorer: The Last Tepui*, a journey bringing together elite climber Alex Honnold, NatGeo Explorer and climber Mark Synnott and NatGeo biologist/Explorer Bruce Means who chart a course to climb up an “island in the sky”—referred to as a tepui. It's Dr. Means' life's work is to explore the unique biodiversity of the creatures that inhabit one specific tepui, and so the company must traverse the dense jungle to climb a 1,000-foot cliff in the hopes of discovering new life that the Amazon of Western Guyana. It's a thrilling one-hour tale of these explorers' unique journey and all of the obstacles they encounter along the way.



PHOTOS: COURTESY DISNEY+ | EXPLORER: THE LAST TEPUI



TOP LEFT:

A tepui in the Amazon of Western Guyana.

BOTTOM LEFT:

NatGeo biologist and explorer Bruce Means.

TOP RIGHT:

Means looks for new species of frogs yet-to-be-named.

BOTTOM RIGHT:

Climber Mark Synnott.



THE BIGGEST LITTLE FARM: THE RETURN

AVAILABLE ON DISNEY+

RELEASING APRIL 22, 2022



Exotic animals are a staple in nature documentaries, but what about a film looking more closely at the everyday nature we take for granted? *The Biggest Little Farm: The Return* is a sequel to a film of the same name from 2018. Originally, it told the story of a couple who left Los Angeles to create a sustainable farm, called Apricot Lane Farms, in Ventura County, California. The original film brought high quality footage of local wildlife inhabiting the land, showing the behavior of local predators and the ongoing threat of wildfires. This sequel is described as “a real-life *Charlotte’s Web*,” bringing heartwarming feelings that will make you want to connect to nature and befriend domesticated and wild animals alike.

WINGS OVER WATER

WINGS OVER WATER IS NOW PLAYING IN SELECT MARKETS
RELEASED IN JANUARY 2022

Usually, nature documentaries explore the stereotypical wilds of forests or jungles across the world—the kind of places that aren’t heavily populated by humans. But *Wings Over Water* takes an entirely different approach by exploring the heartland of the United States and the vital waterways of the central plains. This region is essential to the continued survival of countless bird species, and *Wings Over Water* explores the history of these waterways, which were created at the end of the last ice age. The film investigates the many species of animals that inhabit what they call “flyways.” With a specific focus on the Sandhill Crane, Yellow Warbler and Mallard Duck, viewers will be enthralled by the fascinating lives of the many birds and creatures of the wetlands. Best of all, *Wings Over Water* is narrated by Michael Keaton, whose former role in the film *Birdman* (2014) was fortuitous to his involvement in this bird-related film.

THE GREEN PLANET

AVAILABLE ON BBC ONE | RELEASED JANUARY 9, 2022

The Green Planet is a five-part limited series exploring the world of plants and narrated by none other than David Attenborough. Some have likened this series to the epic scale of *Planet Earth*, one of BBC’s most famous nature documentary series. Each episode spotlights a different biome type, including “Tropical Worlds,” “Water Worlds,” “Seasonal Worlds,” “Desert Worlds” and “Human Worlds.” While exploring a variety of plants, the show presents up-close footage showing every bump, pistil or hair while a flower blooms in a quickened timelapse, or the climbing capabilities of a quick-vining plant. From the bizarre to the beautiful, *The Green Planet* is a gorgeous presentation of the plants we’ve maybe heard of, but never gotten a chance to see up close. The most extraordinary part of this documentary compared to the many others on this list is the appreciation you feel for the time it took to collect all the footage. Due to the slow growth of many plants, the timelapses presented in *The Green Planet* took a great deal of time to record—over the course of weeks and months. >>



A great horned owl, an impressive predator, swoops down to try and make a nighttime catch





WELCOME TO EARTH

AVAILABLE ON DISNEY+

RELEASED DECEMBER 8, 2021

▶ Academy Award Nominee Will Smith became famous for numerous entertaining contributions in music, television and film, and prior to filming *Welcome to Earth*, he admitted that he's never climbed a mountain, swam in a lake and had only been in a cave once (so he pretty much represents a good chunk of people in the world in terms of exploration). In conjunction with professional explorers from *National Geographic*, Smith goes on an epic journey to explore these places and so much more (and each episode is a cinema spectacle with the help of Academy Award-nominated filmmaker Darren Aronofsky, Protozoa Pictures, Jane Root's Nutopia and Westbrook Studios). From diving deep into the ocean with an underwater submarine to seeing how close he can get to the mouth of a volcano, this series presents six episodes uncovering parts of the world with Smith as your host.

TOP: Will Smith goes exploring.
BOTTOM: Smith and filmmaker Darren Aronofsky.



BETTY WHITE GOES WILD

AVAILABLE ON DISNEY+

RELEASED ON JANUARY 14, 2022



This show first appeared on *National Geographic* back in 2013 but was recently re-released on Disney+ to celebrate what would have been White's 100th birthday in January 2022. While the world will mourn her passing, she lives on through the many animal activist projects she took part in. *Betty White Goes Wild* specifically focuses on the star's love for big cats and presents many fascinating facts about them. It's a brief 43-minute film but it literally starts with White in place of the lion in those old MGM movie introductions, so you *know* it's going to be good. It's a quick romp following White while she visits behind-the-scenes enclosures of wild cats at the Los Angeles Zoo and Botanical Gardens, San Diego Zoo and San Diego Zoo Safari Park. It's wholesome, fun and makes us miss White even more.

TOP: The descent begins.

BOTTOM: Smith is entranced by the local natives.





THE YEAR THE EARTH CHANGED

AVAILABLE ON APPLE TV+

RELEASED ON APRIL 16, 2021



The ongoing pandemic has most certainly changed the world, and this time will go down in history for the effects it has had on society. While most of the world was self-quarantining following March 2020, one documentary film team was recording once-in-a-lifetime footage of animals exploring once busy streets with *The Year the Earth Changed*. Chilling images of an empty Times Square in New York and other bustling cities without a car or human in sight provided us with answers of ‘what would happen if humans ceased to be?’ Deer, penguins and jaguars were found roaming the seemingly abandoned streets. For the first time in ages, the Himalayas could be seen from a distance, thanks to the lack of pollution produced by humans and cars. The success rate of baby sea turtles rose as beaches were left alone. The rate at which animals began to explore regions usually populated by humans shows that change can happen if we want it to—and with David Attenborough yet again narrating this journey, it might just inspire you to take the necessary steps to do your part to reduce your carbon footprint. >>



TOP: Don't get too close!

MIDDLE: A whale breaching.

BOTTOM: Can you name this creature?





TOP: Penguins are in town.
MIDDLE: Monkeying around.
BOTTOM: Begging for food.





THE EARTH AT NIGHT IN COLOR

AVAILABLE ON APPLE TV+

RELEASED ON APRIL 16, 2021

Most nature documentaries focus on the eye-catching colors of certain animals, or the fast-paced lifestyle of creatures that dominate the day—but this leaves out an entirely different group of animals who are active at night. The behaviors of nocturnal creatures are far less investigated, but with *The Earth at Night in Color*, viewers get a chance to witness some truly unique nighttime moments. Using state-of-the-art camera technology, the scenes in this show were recorded at night, but appear as clear as day using just the light of the moon. Tom Hiddleston, the actor who famously plays as the trickster god Loki in multiple Marvel films and a show of the same name, narrates this beautiful compilation of nighttime animal behaviors and what the filmmakers had to accomplish to make it all happen. >>



LEFT TOP:

An elephant
dreamscape.

LEFT BOTTOM: A
nighttime silhouette.

MIDDLE: A polar
bear family.

RIGHT: Deep under
the sea.





TINY WORLD

AVAILABLE ON APPLE TV+

SEASON 2 RELEASED ON APRIL 16, 2021

▶ The world is made up of countless animal species, with many more being discovered every day. While the larger species such as lions, elephants, giraffes, whales and more get most of the spotlight in nature documentaries, it often leaves no room for the little guys. *Tiny World* takes some of the world's smallest creatures to the global stage, starting from the humble creatures such as chipmunks or ladybugs in our backyards to exotic animals like the pygmy marmoset over the course of two seasons. The top-notch footage offers an entirely new perspective of the lives and challenges of certain creatures. Explore these small but mighty critters and learn about their daily lives as narrated by famed actor Paul Rudd. It's only fitting that he be the one to talk about these tiny creatures, since he himself played a fictional tiny human in *Ant-Man*. >>



LEFT: Perched on a leaf.
TOP: A pygmy marmoset inspects a katydid.
MIDDLE: Feeling crabby.
BOTTOM LEFT: A fearsome display.
BOTTOM RIGHT: Light on its feet.





TOP: Flamingos on Life in Color.
MIDDLE: Zebras on Life in Color.
BOTTOM: Lizard in color.





TOP: A Mandrill monkey.

MIDDLE: An Indian Tiger.

BOTTOM: Poisonous Dart Frogs sure look interesting.



LIFE IN COLOR WITH DAVID ATTENBOROUGH

AVAILABLE ON NETFLIX

RELEASED IN FEBRUARY 2021

Join David Attenborough on a journey to explore the world's more unique colorful animals in *Life in Color*. Many species of bird, such as the bird of paradise or hummingbird, use color to attract mates. Butterflies are sensitive to ultraviolet light in order to find pollen in flowers. Zebra's unique stripes can confuse predators. Mantis shrimp can see numerous channels of color that humans cannot. Tigers' unique color and stripes help them hide from their prey. Explore all of these creatures and more with Attenborough's unique narration. In this three-episode limited series, the show explores the unique camera equipment needed to film these unique creatures and how they perceive the world. In other words, by the end, it's going to blow your mind.

A PERFECT PLANET

AVAILABLE ON BBC ONE AND DISCOVERY+

RELEASED IN JANUARY 2021

This show takes a step away from the animals and looks deeper into the unique phenomena of the Earth. *A Perfect Planet* focuses on the science and purpose of Earth's systems that make life inhabitable on the planet. How volcanoes are both destructive but also a provider of life through its mineral-rich ash. How the sun's constant heat has allowed animals to evolved and thrive in their respective regions of the world. These topics and more are described in five themed episodes, ending with how humans affect and impact these natural wonders. With David Attenborough at the helm of narration, this show dives into the fascinating science of the world.

COMING SOON IN 2022

Be sure to look out for *Planet Earth III*—it's like the Rolls-Royce of nature documentaries, and it's coming out sometime in 2022 (date not yet announced). *America The Beautiful*—a *National Geographic* presentation featuring the landscapes and animals of the United States—is slated to release sometime this year as well. *National Geographic* is also finishing up *National Parks*, which is slated to release this summer, and features narration by Garth Brooks.

Jesse Royal Stays Authentic

to the Music



The esteemed reggae artist gets spiritually philosophical on plant medicine, his 2022 Grammy nominated album *Royal*, and why he cherishes 420.

by Stephen Laddin

JESSE ROYAL BLOWS SMOKE OUT THE WINDOW OF A PARKED car as he puffs on a spliff. He might actually be in the driver's seat but it's hard to distinguish on our Zoom call that's connecting an iPhone in Jamaica to a MacBook Pro in Los Angeles.

Royal's demeanor is laid back and easy, his confidence smooth and his words articulate—exactly what you'd expect from an artist whose second album *Royal* is nominated for a 2022 Grammy Award for best reggae album. Despite his success—or perhaps in spite of it—Royal remains extremely grounded, present, and humble. As one of reggae's prominent voices in the “reggae revival movement,” Royal focuses on injecting conscious messaging into his music—following in the footsteps of the greats who came before him—which has helped secure his position as one of music's more prolific acts in the reggae genre.

Over the course of our conversation, he shares his insightful, Rastafari perspective on the world at large, the reconciliation of humanity, and why cannabis plays such a large role in his existence.

The first thing that definitely keeps me grounded is Rastafari—Rastafari my spirituality, not my religion. Because for me, religion is something that you do one day of the week. Spirituality is something that you live, day in and day out. It's intrinsically who you are. That is what Rastafari is for me and my life—the grounding, the understanding that I may not have created the fruit, but the fruit is here for me to consume. I don't create water, but there is water here to quench my thirst. And with that understanding, you kind of develop a different outlook and perspective.

You don't get consumed with “who you are” in the world, you kind of get wrapped up in “what can I bring to the world?”

That shared experience of the world providing for you, and then you stepping up to provide for the world.

Yeah, because the water is just water without us. Can you imagine how sad a mango tree would be if we couldn't taste it and understand how wonderful it is? That's part of the fulfillment of the mango's life—nourishing us. If the mango is ripe and chopped off the tree, it's still not fulfilled. Our consumption is the balancing of the entire cycle of its life.

So often—especially in Western culture—the balance isn't even something people consider on a day to day.

We're entering a time though where people have to consider it. The first world is becoming the third world or the fourth world. All of the earth's resources are tied up. All of the roads are already crafted. All of the laws are already in place. The reality is, we were not even in a place as a society to start creating laws that govern all the people who walk, talk, eat, sleep, and shit like me. It's very strange to me. But hey, this is the world we're living in, this is the time we're at, and we have a lot more control than we think we do. So, we try to entertain those ideas a bit more—yeah, there's laws, there's regulations—but there's still *humanity*. I don't need a law to tell me to help my brother or care for my sister. >>

First and foremost, congrats on the Grammy nomination. You must be stoked.

I'm definitely stoked about it and super grateful. It's definitely not something that we were looking for, but we're definitely grateful for, you know? We try to stay as authentic as possible to the creation of the music. I don't think the earth worries about diamonds or oils or minerals, it just does its thing and then you got all this shit coming out.

You do what's right for you or what's in alignment with you, and then from that place—if those other accouterments color your life—then great.

Exactly, all of those things are “pluses.” The greatest thing is manifesting all of these visions that you've had in your head. That's the great thing for me, everything else is secondary.

How do you stay clear on the vision for what comes to you, putting it into the music, while keeping it true to you?

In many ways, that humanity piece is what the world could use a little more of. Definitely, but we also can't blame the world because the world is kind of set up in a very fucked up way. They call themselves "countries," but it's really just corporations fighting for profit, individuality, and sovereignty. But it's like, we're all just fucking *people*.

I understand that what need borders and that I speak this language and you speak that language and blah blah blah—but all of this is really just the fruits of trees that were planted a long time ago. Until we actually address these issues, they'll always be in front of us.

Even my generation, there's a lot of things that we're trying to break down and soften and change the perspective of. I definitely believe that we're all one people. It doesn't matter what you look like, it's who you are as a person, what your heart is like.

I hope we can get to a place where the authenticity of one's heart shines brighter than the clothes they're wearing.

We will get there. It's only been a little bit over two-thousand years. It seems like a long time but it's really short. The earth has been here for four billion odd years. All this bullshit has only been happening for 2,000 years, and I'm fully confident in our generation, I'm fully confident in the truth, I'm fully confident in knowledge, information, and I feel like we'll get back to the place where we're supposed to be. As you see with every generation, you know what I mean?

You think about the idea of slavery. As generations come and go, the sensitivity grows. The idea of "how callous of a human being could you be to enslave another human being?" I was speaking to someone the other day—because this is knowledge that I just gained—the term "slav"—slave—actually comes from the word "Slav," which is a Czech word. It was a term given to them by the Romans who had captured them. We look at it today as this word "slave" that means this certain thing, but the root of it—it ain't even have shit to do with us.

We're all still human and I try not to judge anybody harshly because I know



“Marijuana helps me to listen, not just hear. Marijuana helps me to see things, not just look at things. That is a huge part of my creative process. Marijuana takes the normal and turns it into the extravagant.”

that I'm still just a human, too. I feel like the important part of the conversation is *reconciliation*, not condemnation.

How are we really moving forward? Your grandkids or your great-grandkids are gonna be like, "Whoa, what the hell were they doing?" It's also part of the journey of life.

In Jamaica, we don't go to the pharmacy. I mean, we go to the pharmacy sometimes, but we still have the privilege of having bush doctors—people who are actually knowledgeable about different trees and plants. Because any medicine that is made is fucking made from plants anyway, so these are ancient recipes that they fucking put together and sell.

When you think about how many poisonous bushes we must have drank to find out what the non-poisonous ones are... you have to be super grateful for everything that happened before to get us here.

So for me, even though a lot of the things that happened before are



disheartening and are very sad, they are nothing but a chapter in the book and the book isn't closed yet. And as I said, reconciliation is *the* priority, not condemnation.

On that tip, what's the driving force behind you creatively? Can you reduce it to a singular perspective? What is coming through for you?

To be honest, I have to actually attribute it to Rastafari and the way I was raised and Jamaica. I really don't know how to put it into words, but I live in a place where food isn't always for sale. And that does something to your mentality. If you know that you can pick a fruit off the tree, it does something to your mentality. Versus, somebody living in a place where even the cheapest thing still costs a dollar, [where] if you're hungry, you still need *money*. I come from a different place, and that gives me the ability to still be *human*, if that makes sense. God created everything else, man provided convenience.

Man didn't create the pineapple, man put the pineapple in a bag and put it on a shelf and sold it to you. For me, just understanding that relationship is also a part of who I am. I can jump in a river, I see trees, I understand oxygen, I understand plants, I understand living things, so I know that I am not *the only* living thing. These things help us to be who we are. We are *already* who we are. We don't judge a mango tree by how many avocados it can grow.

It's like that quote about how no one judges a fish by how well it can climb a tree.

That's exactly what I'm trying to say. Everything has its perfection. There's this beautiful *thing* that we're all a part of and it's calculated chaos. It looks very chaotic—the rain is falling here, but the sun is shining there, and all of these things are happening that create the perfect planet to exist in, so there's *no way* this could be an accident. Not to stray from the point, but I think I am just a beneficiary of that knowledge. In my music, I honestly feel like I *transmute* more than create. I do create, but it's like I take things that are there and I put them into a musical form.

Are you then the mango tree and the hope is that other people can take from that tree and enhance their perspective?

That's definitely the hope—to affect people's lives in a positive way. It's like, I am but one thing, but I am a part of a bigger thing. Music isn't more important than anything else in life. How good is a song if your lawn isn't mowed? It won't even relate. I realize that I play a part, but not *the only*

part. So, for me and my music, it's about awakening people to their greater selves. My understanding is that music is a key to unlocking certain doors. It may not always be the words, per se, but is the conversation that *opens* conversation.

Marcus Garvey had a speech where he said, "One love, one aim, one destiny." Bob Marley put that in a song and said, "One love, one heart, let's get together and feel alright." But the root of the inspiration of the creation of the product still remains the same, which is why it connects, you know? If we were all living in love, that song wouldn't make sense, because we'd already be in love. It's just a whole perspective for me in terms of understanding where you are.

For me, music is also recording the time, what you are in, what you're facing, the struggles of your generation, the plight of your nation—all of these things should come through in the music. That goes for every genre. From rap to blues to rhythm and blues to soul to soca to reggae. I'm definitely somebody who listens to as many genres as possible because I just see them as expressions, and that can only make me sharper.

In terms of learning and growing as an artist, what first exposed you to music?

I was first exposed to music by my grandmother. She was a choir director at a Baptist church that I used to go to every Thursday and every Sunday. I'd go on Thursdays to choir practice and learn the songs, then I'd be at church on Sundays *knowing* the songs. That was a completely different perspective for me because I learned music from a prison worship standpoint, which is something that I think has stuck with me to this day.

I transitioned into reggae growing up with Ziggy Marley and Stephen Marley and Damian Marley. Just being around touring and rehearsals and live shows definitely had a huge impact on me that I can't deny—because look at me today. I have to attribute a lot of my blessings to that because they definitely made it very real for me.

At one point in life when I left school, Stephen Marley had a conversation with me where he was telling me, "You clearly have talent, you're clearly blessed. In life you have a cause and a calling, and there are many people who will get upset with you for stopping school and following your path." That was the conversation that kicked the light-bulb in my head because I was like, "If he thinks you're dope, you're dope, because *he's* the dopest producer that reggae music has ever produced." For me, Stephen Marley is the greatest producer reggae music has ever seen, and that was when I started to take music more seriously. >>

Today, I still make music from a very humble and sincere place. I'm not trying to make a hit, I'm just trying to express this idea as pure as possible. Because that's what I saw the greats do and it's something I admire about the greats in reggae and other genres. I tell people Bill Withers is one of my favorite artists. One of his favorite songs of mine is a song called "Grandma's Hands," and I found it so eerie that he was literally describing my grandma to me without meeting my grandma. And I said to myself, "How many people have songs about grandmas?"

That's why it's so important to me to just be true to the music and whatever is to come will come. You can't cheat music, you can't try to outsmart music. You have to look at music like a woman and be as genuine as possible and *she* will be as genuine as possible. You give her all your lovin' and she'll give you all her lovin'. Give her all your fiction and she'll return it a thousand times over. That's why it's important for me to maintain a certain rooted connection with music because that's where I perform best. I have to be able to express myself in the way that I do in order to be able to be proud to present and share.

Speaking of sharing, what are your thoughts on the universal holiday of 420 that spreads and shares the love of cannabis?

420 for me is definitely a special day. I believe in the power of marijuana. There's a scripture in the bible that we as Rastafarians hold near and dear to our heart and our culture. We say that the herb is the healing of the nation. I believe that just like how oranges provide vitamin C and the bananas provide potassium—marijuana provides necessary minerals for your soul.

We probably just aren't high enough to really evaluate how powerful and how potent the marijuana is and we're still just looking at it from a surface level, but I genuinely believe that herb is the healing of the nation. There's nothing that gives folks empathy and sincerity like marijuana. The closer we get to acceptance of *all plants*, not just some, I feel the greater of a society we will be. So to have a day that is *liveicated*—I don't say "dedicated" because "dead" means "death"—to honoring the many uses of marijuana as well as the potential and possibilities that marijuana brings is something that makes me extremely happy.

We push [420] here in Jamaica too—wherever we are in the world. Even my tour agent knows that if there's one date Jesse Royal needs to be somewhere speaking about marijuana, it's 420. I've literally been booked somewhere different in the world for the last five years for 420. It's definitely a day that I cherish. As I say, "Marijuana can do with one puff what I can do with ten-thousand songs," so it's important for us to push the spiritual side of the herb, not just the recreational

side. I feel like this is definitely something that can help the world advance.

Does weed then open you up more and aid your creative process?

It definitely opens me up more, man. Marijuana helps me to *listen*, not just hear. Marijuana helps me to *see* things, not just look at things. That is a huge part of my creative process. Marijuana takes the normal and turns it into the extravagant. If I had a description for it, I would have written a book. The reality of it is marijuana has for centuries—thousands of years—been a revered plant. My thing is that I'm just glad to be in the age where we're able to research, actually learn, and judge it not by some weird people, but judge it for what it is.

Herb is herb. I never mistake it for anything else. It's not water. Water quenches my thirst, food nourishes my body, but herb nourishes my soul.

And does the type of consumption matter for you?

I only smoke spliffs and sometimes steam. There's a steam chalice we use in Jamaica where we heat it up with water and coconut ashes, which is like coal. Those are the general ways I consume—rolling a spliff in just paper or steaming in a chalice.

Let's pivot to what's coming up next for you. You have a Grammy-nominated album out currently, but what's next on the horizon?

We're definitely looking at taking it to the next level. We're still creating. We want to keep getting bigger and bigger and greater and greater while remaining humble, but with the understanding that you have to do more to attain more, you know?

The nomination has definitely opened up a lot more doors and there's a lot more conversations being had. But at the root of it, we want to make sure we're paying homage to the elders that came before us and did

so much for reggae music. Reggae is the foundation on what we stand on. No matter what we do, wherever we do it, or wherever we go, reggae is still the backbone of who we are.

We have a tour schedule now, and for me that's one of the greatest parts—being able to connect with fans and connect with people, speaking directly to people and connecting with the community. That, for me, is one of the greatest parts in music. Some people like the studio more, but for me, I like connecting with fans and individuals. That's where my smile is the brightest. **HT**

“420 for me is definitely a special day. I believe in the power of marijuana. There's a scripture in the bible that we as Rastafarians hold near and dear to our heart and our culture. We say that the herb is the healing of the nation. I believe that just like how oranges provide vitamin C and the bananas provide potassium—marijuana provides necessary minerals for your soul.”

Follow @jesseroyal1 and check out

 jesseroyalmusic.com for tickets and tour dates.



“I found myself continually reading about the plant’s potential for medicinal benefits, and this piqued my interest, motivating me to reach out to folks across the country who use cannabis as a culinary ingredient.”

FOODS SUBTLES

MARIJUANA
MUNCHIES
MADE EASY!

SUSTAINABLY SCRUMPTIOUS

Author Tracey Medeiros profiles cannabis chefs, cooks and farmers in farm-to-table cookbook, *The Art of Cooking with Cannabis*.

by Sharon Letts

CHEF TRACEY MEDEIROS' PASSION FOR FOOD LED HER TO AN EDUCATION IN CULINARY arts, which introduced her to the sustainable living movement, then gave her a seat at the farm-to-table movement, until she was called to become an advocate for those cooking with cannabis which led her to pen *The Art of Cooking with Cannabis: CBD and THC-Infused Recipes from Across America*, a compilation of recipes and personal stories from the US and Canada.

The compilation was awarded an Honorable Mention for the People's Choice Cookbook of the Year by The Readable Feast, an annual culinary book festival in New England. Medeiros' cookbook is dedicated to the people that have donated their time and effort toward the cannabis industry: "The book is dedicated to the civil rights and cannabis advocates who are tirelessly working to effect social justice reform and equity into the fabric of the industry," her dedication reads.

Born and raised in Massachusetts, Medeiros has made Vermont her home for the past 17 years, penning many sustainable and farm-to-table books in the progressive state. "My love of farmers markets and roadside food stands led to my farm-to-table cookbooks, including *The Connecticut Farm Table Cookbook*," she shared. "Each book I've written seemed to lead the way to the next one."

Medeiros studied culinary arts at Johnson & Wales University, a private, non-profit institute in Providence, Rhode Island. Founded as a business school in 1941, it has a wide array of programs, in the culinary arts, including, health and wellness, nutrition, hospitality and food innovation.



LEARNING TO LIVE SUSTAINABLY

After moving to Vermont, Medeiros dove "fork first" into the progressive state's sustainable farm-to-table lifestyle,

penning, *Dishing Up Vermont*, followed by *The Vermont Farm Table Cookbook*. She then became a GMO activist within the movement now near and dear to her heart, authoring, *The Vermont Non-GMO Cookbook*.

Vermont is often referred to as the Humboldt of the East Coast—referring of course to Humboldt County in Northern California, where sustainability is a common practice, as the county is shrouded by the redwood curtain, located five hours north or south from any major city.

To be sustainable, a community must source its own food and livestock as close to home as possible, lessening the amount of imports it takes to sustain a community of humans and animals.

America was built and fed by what were called truck farms. Small, five- and 10-acre farms that trucked its crop to nearby markets and granges—the rural community hub. That way of life was replaced by large-scale corporate farms, with foods hybridized for packing up and shipping out for longevity and display, not flavor per se. The small truck farm close to home is still said to be the most sustainable model for the environment.

The farm-to-table movement began about the same time the back-to-the-land movement was heading north to the Emerald Triangle (aka Mendocino, Humboldt and Trinity counties) from San Francisco after the "Summer of Love" in the late 1960s, growing their own food and cannabis to sustain their new lifestyles.

Many became dissatisfied with empty, highly processed and mass-produced foods, and looked to grow their own or source locally.

One of the first acclaimed farm-to-table restaurants, Chez Panisse, was opened in 1971 in Berkeley, California, by Alice Waters, who became known for empowering small, local, organic food farmers. She also created a curriculum for schools to grow food, The Edible Schoolyard Project, which was incorporated into every subject—including math, science and cooking.

Farm-to-table aligned with the Slow Food movement that began in Italy in 1989, created in direct response to the fast food movement. Slow Food involves locally sourced organic foods, cooked and shared with friends and family at a slow pace—with all encouraged to linger in the spirit of conviviality.



THE AUTHOR'S INSPIRATION

Always having had a positive experience with cannabis, Medeiros personally uses CBD products sourced in Vermont. Namely, Milkweed Confections produced by Monarch and Milkweed in Burlington, as well as topical CBD products.

Vermont has allowed legal medical cannabis use since 2004, with Medeiros stating she began paying attention as Vermont legalized the plant in 2018. >>

“I found myself continually reading about the plant’s potential for medicinal benefits, and this piqued my interest, motivating me to reach out to folks across the country who use cannabis as a culinary ingredient,” she said. “I was amazed to learn how this plant was transforming the culinary landscape.”

Medeiros said she saw value in adding cannabis to the menu and wanted to learn more, coming up with the idea of a compilation cookbook, gathering recipes and stories from those already involved in the cannabis cooking space. “I wanted to showcase the process and the people behind this movement,” she added. And she has, beautifully, with photographs and a layout pretty enough to place on the coffee table and smart enough to educate.



COMPILING & COOKING DURING COVID

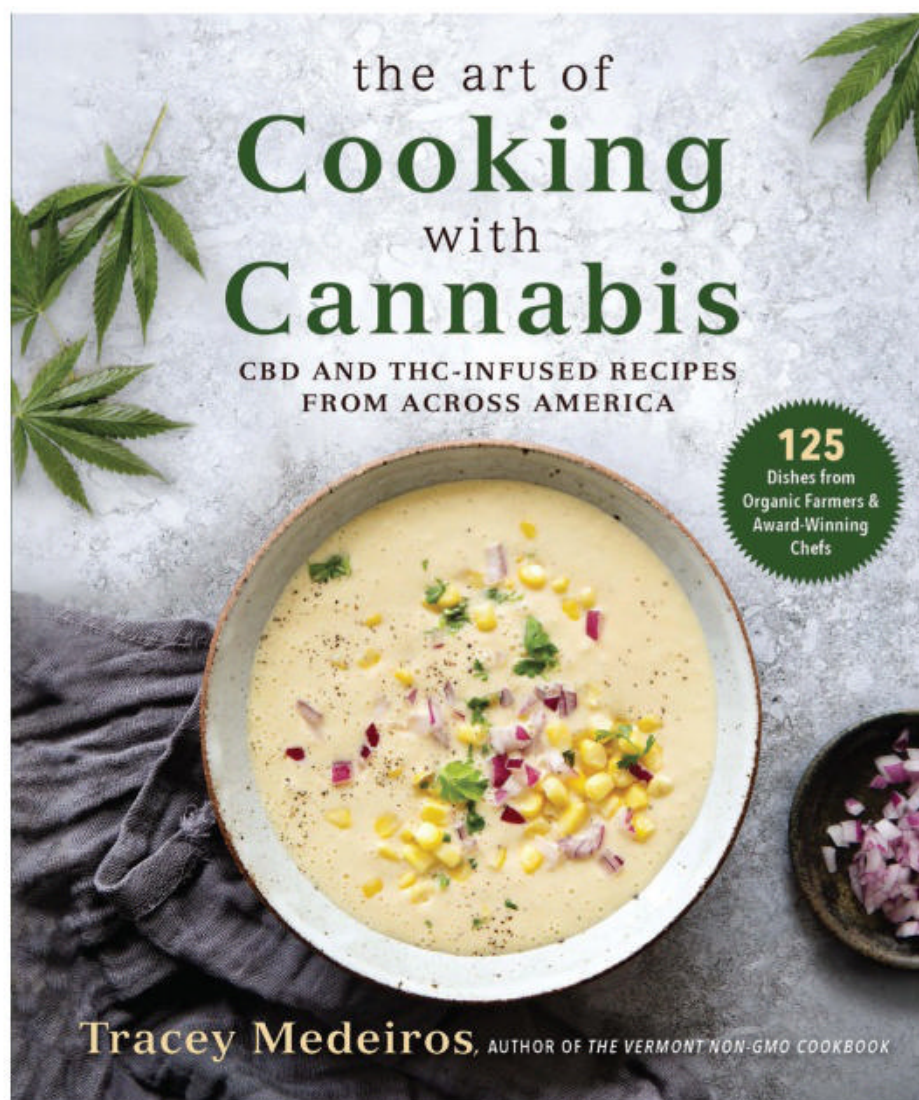
For the most part, the cookbook was compiled during the time of the first wave of COVID in the US. Medeiros said she was grateful for her assistant, Sarah Strauss, who sourced hard-to-find basic ingredients at the time, such as flour. Strauss was also the number one tester in a pinch. “I’m incredibly grateful for Sarah’s support in so many ways!” she exclaimed. “She met her deadlines, had loads of patience—especially in curating hard-to-find groceries. But her willingness to retest a recipe during this unprecedented time of COVID was stellar.”

The learning curve of cooking with cannabis—especially when dealing with activated THC, is probably the biggest challenge when developing recipes for others. “It was important for me to cherry pick those who simplified the complexity of cooking with cannabis—and those who supported responsible consumption,” she explained. “I really feel that all the contributors worked very hard to positively impact the cannabis landscape, and that was apparent in the way they shared the information responsibly.”



THE CONTRIBUTORS

Not just a cookbook, the profiles in *The Art of Cooking with Cannabis* showcase a collection of personal health and healing stories with cannabis, as well as recipes. It’s an inspiration meant to lead humans back to the garden for their health and happiness. “The mission of my contributors is to empower folks by bringing hope along with a possible medical alternative in a fun and inspiring way,” she surmised. “The folks who have shared their stories with me touch upon their personal health struggles—from cancer to ulcerative



colitis. They share their successes, as well as the potential health and wellness benefits of the plant.”

Of her many favorites from the book, the following is a standout for Medeiros.



JORDAN WAGMAN, TORONTO, CANADA

Chef, Cookbook Author, Mental Health and Psoriasis Advocate

As detailed in his profile within the book, Jordan Wagman left Canada for Florida, studying culinary arts at the Art Institute of Ft. Lauderdale. One of the few Canadian chefs to be nominated as a Rising Star of North America by the James Beard Foundation, Wagman has an impressive resume that includes being a part of the television series, *Great Hotel Chefs of America*. Back in Toronto, with cannabis now legal in Canada as a country, he retired from cooking in restaurants to write cookbooks and spend more time with his family. Diagnosed with psoriasis at 13, as an adult he changed his eating habits, eliminating processed ingredients, and adding CBD to the mix, sharing a few of his recipes in Medeiros’ book. **HT**

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CHICKEN KALE MEATBALLS

Elevate your dinner party with Chicken Kale Meatballs with CBD-infused Cherry Tomato and Pesto Sauce.

by Chef Jordan Wagman, Chef, Cookbook Author, Mental Health and Psoriasis Advocate (Toronto, Canada)

Chicken dishes are a staple year-round. When it comes to celebrating the high holiday of 420, many adults want to opt for a high-end culinary experience by throwing a dinner party for family and friends. For those who want to elevate their celebration with a flavor packed, elevated taste experience, coming up with the right menu is the first place to start when mapping out your 420 meal. This recipe for Chicken Kale Meatballs is infused with CBD, which could bring great balance to any meal that has recipes infused with THC cannabis products.

CHICKEN KALE MEATBALLS

(Makes approx. 10-12 meatballs)

Enjoy the savory taste of this filling recipe.

INGREDIENTS

4 cups finely chopped kale, not packed
1 pound ground chicken
½ tsp. freshly ground black pepper
½ tsp. sea salt
1 tbsp. canola oil

INSTRUCTIONS

- 1.** In a mixing bowl combine kale, chicken, salt and pepper and mix well to combine.
- 2.** Evenly divide the meat into 10-12 portions and roll into balls. Set aside.
- 3.** In a large sauté pan, warm oil over high heat and add meatballs.
- 4.** Sear until golden brown, about 3 minutes.
- 5.** Flip meatballs, cover the pan, turn heat on low and cook until meatballs are firm, about 8-10 minutes.
- 6.** Remove from heat, uncover, and rest meatballs for five minutes before serving.



CHERRY TOMATO SAUCE

(Yields 2 cups)

Simply the easiest, fastest and best tomato sauce you will ever make.

INGREDIENTS

- 1 cup cherry grape tomatoes
- ½ cup olive oil
- 2 tbsp. fresh basil leaves (or 2 large leaves)
- ¼ tsp. kosher salt
- ¼ tsp. fresh ground pepper
- 2 tbsp. CBD- or THC-infused olive oil

INSTRUCTIONS

1. Rinse tomatoes under warm water, dry and set aside.
2. In a small pot, combine tomatoes and olive oil.
3. Bring to a simmer over low heat until tomato skin splits, about 10 minutes.
4. Remove from heat, add basil salt and pepper and transfer to a blender or using an immersion blender, puree until smooth.
5. Use immediately or cool to room temperature, transfer to an air-tight container and refrigerate up to five days.

CBD-INFUSED OLIVE OIL

by Claire Guilbert and Marsha Itkin, Co-owners of Tasty High Chef (La Jolla, California)

This is a very simple process for creating your own CBD-infused olive oil. The result is a wonderfully versatile product that can be used in any recipe that calls for olive oil. The higher the quality of the ingredients, the better the product will be, so choose the best whenever possible.

INGREDIENTS

- 3.5 grams CBD flower, ground
- 2 cups extra-virgin olive oil

INSTRUCTIONS

To decarboxylate the cannabis:

1. Preheat the oven to 230°F. Line a baking sheet with parchment paper.
2. Chop or break the CBD flower into pea-size

pieces. Spread the cannabis out in a single layer on the prepared baking sheet.

3. Bake until the cannabis flower is completely dry, and its color has changed from green to light brown, watching carefully not to burn, approximately 20 to 30 minutes. Allow the cannabis to cool completely on the baking sheet before using, about 15 minutes.

To make the CBD-infused olive oil:

1. Place the decarboxylated cannabis, olive oil and a candy thermometer into the top pan of a double boiler.
2. Pour about 1 inch of water into the bottom pan and bring to a simmer. Place the top pan with the cannabis on top, making sure the bowl does not touch the simmering water.
3. Infuse the oil, making sure to maintain enough water in the bottom pan of the double boiler, for about 4 hours. Stir frequently, maintaining the oil temperature below 250°F.
4. Remove from the heat and allow the oil to cool briefly.

To strain and store:

1. Strain the infused oil through a cheese-cloth-lined fine-mesh strainer into a clean heat-resistant glass jar.
2. When cool enough to handle, gather the corners of the cheesecloth and gently squeeze out any excess oil into the jar.
3. Allow the oil to cool completely before tightly sealing it with a lid. Label the jar with the date and contents. Store in a cool dark place for up to one month.

Notes:

- It is important to check on the cannabis periodically to make sure it is not burning.
- Be sure to maintain the oil temperature below 250°F to avoid cooking off the valuable cannabinoids.
- You will need to infuse the oil at least eight hours before you intend to use it.
- Using a candy thermometer will help to ensure that the temperature always stays below 250°F.

To order the book visit, www.amazon.com/Art-Cooking-Cannabis-THC-Infused-Recipes/dp/1510756051

For more information on Milkweed Confections visit, milkweedconfections.com.



RIP BOB SAGET
Saget was hilarious and he supported legalization.
p. 122



NAUGHTY NUNS
Sisters of the Valley will give out thousands of hemp seeds.
p. 126

JOB DISCRIMINATION DENIED

Philadelphia's ban on most pre-employment cannabis testing is trailblazing a new path for other jurisdictions in the US to follow.

by Benjamin M. Adams

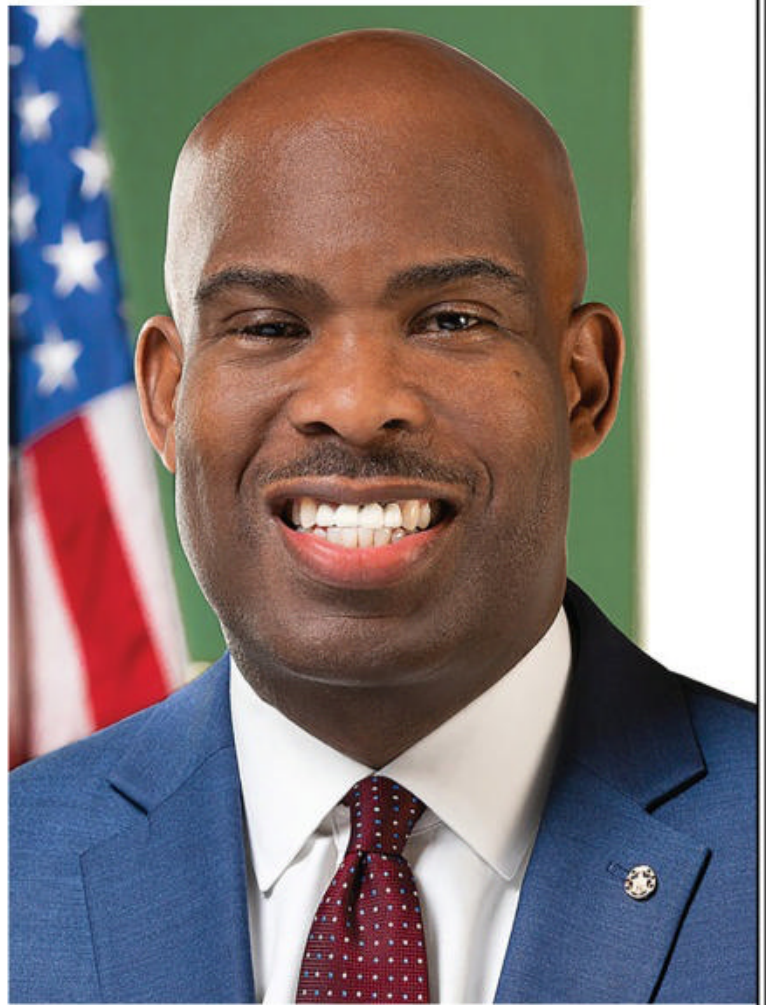
THE DREADED DRUG TEST IS OFTEN AN OMEN FOR JOB SEEKERS who regularly consume cannabis. That's probably because cannabis metabolites linger in the body much longer than most drugs, making it more likely to show up in a drug test. As multiple research teams across the world have pointed out, drug testing for cannabis is not an accurate way to measure current impairment. If anything, drug testing for cannabis could prevent employers from gaining otherwise qualified employees, who might have consumed cannabis weeks ago.

But one city is taking the initiative to move forward with drug testing reform under a new policy. A Philadelphia, Pennsylvania ordinance barring most employers in the city from testing applicants for cannabis as a condition of employment took effect January 1.

The ordinance was approved by the Philadelphia City Council and signed into law April 28, 2021, by Philadelphia Mayor Jim Kenney. It amends Title 9 of the Philadelphia Code, titled "Regulation of Businesses, Trades and Professions," by adding Chapter 9-4700. The legislation was introduced and spearheaded by Philadelphia City Councilmember Derek Green.

"With more than half of the states across the country, including Pennsylvania, legalizing some form of marijuana use, it was time to fix the contradiction that citizens can purchase marijuana in Philadelphia to improve their quality of life but, at the same time, be discriminated against in employment for using this life-enhancing product," Councilmember Green told *High Times*.

Green told local media that he introduced the bill after specifically learning that city residents living with autism spectrum disorder are struggling to find work because they are medical cannabis patients. He couldn't stand



PHILADELPHIA CITY COUNCILMEMBER DEREK GREEN SAYS EMPLOYERS SHOULDN'T DISCRIMINATE AGAINST EMPLOYEES WHO CONSUME CANNABIS ON THEIR FREE TIME.

back and allow the policy to continue as is, noting that people with chronic conditions are heavily impacted.

He continued, "This is particularly significant for individuals who hold medical marijuana cards to manage a chronic health condition like multiple sclerosis, epilepsy or cancer, but struggle to attain gainful employment due to inequitable pre-employment drug screenings that don't take such ailments into account."

It's not the job of employers to determine if a medical cannabis patient has a legitimate reason for consuming cannabis. That should be left to doctors and health professionals.

Philadelphia—the second largest city on the East Coast after New York City—is a battleground worth winning. Only places such as New York state have similar protections, but in that case, the policy was included within the state's adult-use legislation, "unless the employer is permitted to do so pursuant to the provisions of *Labor Law Section 201-D(4-a)* or other applicable laws." >>

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A few exceptions to Philadelphia's ban on pre-hire cannabis testing include job candidates applying for a position as a police officer, any position requiring a commercial driver's license, and any position requiring the supervision or care of children, medical patients, those with disabilities or other vulnerable adults. Jobs that can still test for cannabis include any federal or state statute, regulation or jobs that require drug testing of prospective employees for safety purposes.

More exemptions apply. The ordinance also does not apply to any contract between the federal government and an employer or any grant of financial assistance from the federal government to an employer that requires drug testing of prospective employees as a condition of receiving the contract or grant. It also does not apply to collective bargaining agreements that specifically address pre-employment drug testing.

“With more than half of the states across the country, including Pennsylvania, legalizing some form of marijuana use, it was time to fix the contradiction that citizens can purchase marijuana in Philadelphia to improve their quality of life but, at the same time, be discriminated against in employment for using this life-enhancing product.”

- Philadelphia City Councilmember Derek Green

That said, the vast majority of jobs can no longer test prospective employees for cannabis. It truly does set a precedent for other major US cities to follow, once they can see how the policy pans out in Philadelphia.

Legal sources mention that in the ordinance, the definition of “marijuana” was broad, including all forms or varieties of cannabis, and “every compound... derivative... or preparation of the plant.” So, the ordinance appears to apply to most forms of cannabis.

America's own government was formed under the US Constitution hundreds of years ago in Philadelphia, and the city continues to be a place that represents revolution and reform.

Would an employer ask you if you've consumed any amount of alcohol during the past 30 days or more on your own free time? No. The same should go for job seekers who consume cannabis and are responsible employees who work sober while they are on the clock. There is no sufficient evidence to suggest that cannabis impacts a worker's ability once the effects of the plant have worn off. Stay tuned in other jurisdictions such as California that are exploring new policy changes regarding drug testing for cannabis or “suspicionless” drug testing. 

HIGH FIVE

FIVE DREAM-INDUCING HERBS

One common side effect of cannabis is reduced dreaming or dream memory, so here are some helpful herbs to restore dreams and create lucid dreaming to balance the effects of cannabis.

by Benjamin M. Adams

1 

ASHWAGANDHA

Ashwagandha, or *Withania somnifera*, is a medicinal herb used in Ayurvedic medicine. In the book *The Yoga of Herbs*, it is written that Ashwagandha promotes deep dreamless sleep, while many others report about vivid dreaming while taking Ashwagandha. A component in the leaf contains triethylene glycol (TEG), which changes REM (rapid eye movement) sleep. Many people report that it can increase very vivid dreaming during the first few days of use, then it quickly fades. It is typically combined with other herbs.

2 

BITTER GRASS

Bitter Grass, Mexican Calea or *Calea zacatechichi* was used by Mesoamericans in the Oaxaca area of Mexico. It's packed with flavones such as acacetin and sesquiterpene lactones such as germacranolides, which promote sleep. It is drunk as a tea, and traditionally placed under a pillow to induce divinatory or lucid dreams. It is considered an oneirogen—or dream-inducing herb. Some people report intense, dream-like images right before they fall asleep. **Calea is illegal in Louisiana and other states have attempted to ban it.*

3 

GINKGO

Ginkgo biloba, a Chinese medicinal herb, has been around since the Middle Jurassic period. When taken 30-60 minutes before bed, *Ginkgo biloba* supplements have been shown to reduce stress and enhance relaxation—however, some medical professionals

might disagree and point out that research hasn't confirmed this. Since Ancient China, it's been used for blood pressure, altitude sickness, and mostly for cognition enhancement, which also has an effect on dreaming. Don't eat the seeds. They're poisonous! Stick with vetted supplements.

4 

KAVA KAVA

Kava Kava, or *Piper methysticum*, came from Tonga and across Polynesia. You grind the roots, add cinnamon, and make tea, which actually tastes quite nice. The tea has an analgesic effect somewhat similar to coca leaves, and it causes a slight drunkenness. Its active ingredients are called kavalactones, which have sedative, anesthetic and euphoric qualities. It's a way to loosen up with the crew or fambam without having to pay for it with a hangover, like alcohol. Kava also enhances vivid dreams, and there are even dream strains you can buy. Like cannabis, you must vet your sources, as nasty solvents are common. Some brands come with sugar and cinnamon.

4 

MUGWORT

It is also said to help increase awareness during dreams, stimulate lucid dreaming, and increase psychic sensitivity. Many species in the genus *Artemisia* are called mugwort and produce similar effects. *Artemisia absinthium*, for instance, is the mildly psychoactive mugwort used in Absinthe. The Anglo-Saxons used “*mucgwyr*” as part of a magic charm along with other herbs. Mugwort can help you remember your dreams after you've awakened, which is kind of important if you want to make a breakthrough through dreaming.

Always check for drug interactions with any herb supplement

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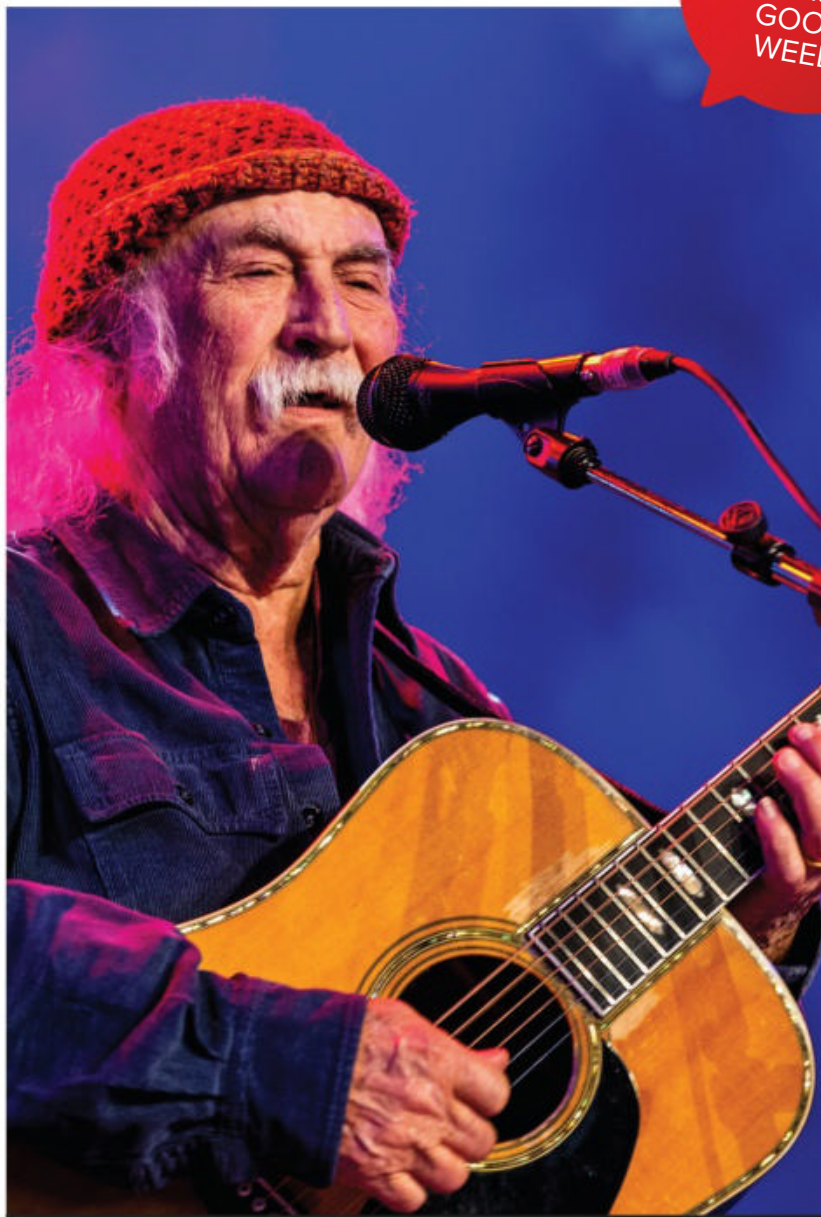
BedfordGrow.com

FAREWELL, BOB

Comedian Bob Saget, famous for his roles in shows like *Full House* as Danny Tanner and the first host of *America's Funniest Home Videos*, passed away in early January. While oart of his career is often associated with the more family-friendly entertainment, he was also praised for his dark humor that came out during his live stand-up performances or other acting gigs. In a rehab scene in *Half-Baked*, Bob Saget stands up and protests that cannabis isn't a drug—the things people do for cocaine on the other hand, is *real* addiction, he said. Classic Saget! In reality, the man was supportive of cannabis legalization. In an interview with *CULTURE Magazine* in 2012, Saget was described as a “friendly, down-to-earth and unfailingly self-deprecating” person, and was more than willing to agree that cannabis should most definitely be legal. “Oh, I think marijuana should be legalized. That was really tough. How'd you get that one outta me? God knows I've smoked enough of it in my life and I probably will again.” We'll be smoking some Bob Saget sativa while imagining him up at the pearly gates telling God a dirty joke.



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WEED



CROSBY, CANNABIS AND STASH

David Crosby, famous for being a member of Crosby, Stills & Nash and the Byrds, has been a name synonymous with weed for the majority of his life. In an interview with the *Los Angeles Times*, he opened up about the cannabis that he shares with his wife and son, and his extensive lifetime use of the plant. He even explained how he's the person who gave The Beatles weed. “In England back then, they had only hash and they would mix it with tobacco,” he explained. “Now I get there, and I'm used to rolling joints of really good weed. I give George Harrison really good weed and he likes that a whole shitload better than hash and tobacco!” When The Beatles came to the United States, Crosby says he was the first person they hit up for weed. Decades later, Crosby has the foundation laid out for his cannabis brand, The Mighty Croz, but is waiting for federal legalization before entering the industry. “I want it legal because I know I was in prison with guys who were in there for that much marijuana,” he said as he gestured to the palm of his hand. “[The] numbers are unequivocal and quite plain. Black people get busted more, that's cause cops look at them more and it's not fair. And to put anybody—Black, white, brown, yellow, purple, pink, any color—in jail for a handful of flowers is fucking nonsense.”

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CHALLENGING THE GOVERNMENT

Two public forums were held by the Canadian government in late January to examine how the country can improve and support minority cannabis entrepreneurs. The free event, called “Cannabis Licencing Outreach Diversity, Equity, and Inclusion (DEI) Forum,” was hosted digitally between January 26-27. “Health Canada is implementing changes and improvements to the cannabis licensing process to address these concerns and better support potential and existing cannabis licensing industry stakeholders representing racialized communities,” Health Canada wrote on the Eventbrite listing. “To continue building on these important discussions and efforts to support a diverse, equitable, and inclusive cannabis industry, Health Canada is hosting a Forum with cannabis industry stakeholders from racialized communities for further opportunities and feedback.” Health Canada wrote that it’s committed to removing barriers that prevent minority business owners from entering the industry. In December 2021, the Assembly of First Nations called on the government to remove specific barriers that have limited the involvement of those of indigenous descent.

IT’S A DATE!

The Connecticut Department of Consumer Protection (DCP) announced on January 4 that business owners interested in applying for a recreational cannabis license would be able to do so starting on February 3. This also marked the same date that “disproportionately impacted area cultivator” applicants could begin applying for a license. “This work by the Social Equity Council is a critical step in the licensure process for the emerging Adult-Use cannabis market in Connecticut and will be instrumental in ensuring the equity goals established in the law are met,” said DCP Commissioner Michelle H. Seagull. “The initial number of available licenses is not a cap, but a starting point for opening the adult-use cannabis market in an effective, measured and thoughtful way. We know people are anxious to apply and see this market open, and we are hopeful that making this information available will help applicants as they begin to prepare for the lottery process.” The eight total license types opened up between February and March 2022, and the DCP plans on holding multiple lotteries. Retail sales could begin as early as the end of 2022.



RISK AND REWARD

The Department of Cannabis Control (DCC) announced a sum of \$100,000 million to divide up between California cities and counties that are eligible under the Local Jurisdiction Assistance Grant. “The local jurisdictions receiving grants incorporated innovative approaches to meet the specific needs of their license communities, which is exactly what we were hoping for when developing this program,” said DCC Director Nicole Elliott. “Significant funding is being directed to process improvements and environmental assessments, both of which will help the state and local governments achieve short- and long-term goals.” The city of Los Angeles received the highest sum with \$22,312,360, followed by Humboldt County with \$18,635,137, Mendocino County with \$17,586,406.62 and the city of Oakland with \$9,905,020. A total of 17 cities and/or counties were awarded money to fund a variety of services in need of assistance, such as hiring more workers, increasing funding toward licensing efforts and more.

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DON'T STOP AT STONER DRIVE

In Buttonwillow, California, a small community located west of Bakersfield, there's a street called Stoner Drive. On the intersection of Stockdale Highway, a local law enforcement officer came across two cars that he allegedly believed were going to start a street race. The officer pulled one of the cars over due to an expired car registration and illegally tinted windows,

but the strong smell of cannabis as he approached led to the discovery of 100 pounds of cannabis being transported in garbage bags. The irony wasn't lost on the Buttonwillow CHP— Buttonwillow law enforcement team who posted about it on social media on January 22. "What happens at Stockdale and Stoner stays at Stockdale and Stoner. Here are the pictures. Give me your best one liner about what happened here," they wrote on their Facebook page, followed by a slew of goofy comments about the bust.



BLESS YOU!

The California-based Sisters of the Valley are made up of a group of activists who celebrated the arrival of spring with their most recent customers. In a press release on January 25, the Sisters announced that on February 1 they would pull their last 1,000 customers to receive a thank you card and a packet of hemp seeds to usher in spring and

the upcoming growing season. "Worried about Covid, economic collapse, global warming, supply chain issues, uncompassionate governments? So are we!" said Sister Kate. "Learn to grow your own food and medicine... It's healing in itself just to be doing something." One of the founding members of the organization, Sister Kate, told *High Times* why they ended up having an excess of over 13,000 hemp seeds. "When they made the law of 20 acres or less personal, we said, 'Oh shit, the sheriff is shutting us down.' And we got the news in the summer and we already had a crop going," Sister Kate shared. "So the crop manager said, 'There's males to kill.' And I said, 'No, don't kill the males.' So, we just decided to let it go to seed, because we were pretty sure that they were going to get ripped. And they never bothered us, and a year later they changed the law back."



MEDICAL CANNABIS MILESTONE

One of the world's largest medical cannabis shipments to date, as of January 5, carried about 2.125 metric tons (or 2,125 kilograms). The shipment left Johannesburg, South Africa and ended its journey in Skopje, North Macedonia (located north of Greece) on December 25 (happy holidays!). That's roughly 12,000 kilometers if driving, or a 14-hour flight by air. Founder and Chairman of Instadose Pharma Corp., Grant F. Sanders, was proud to be able to announce this milestone. "This is a historic shipment and represents just the beginning of Instadose Pharma's potential," he said in a press release. "This delivery validates our business model and Instadose Pharma Corp as global leader in this industry. This has always been my vision and I am very excited about what this delivery means and what is on the horizon." The shipment included medical cannabis intended for "pharmaceutical clients" in the European Union.



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Wiz Khalifa launched his weed-centric brand Khalifa Kush early in the celebrity green rush, named after his OG Kush variety that he helped narrow down himself. **KK Logo Hoodie** by Khalifa Kush comes in the rapper's classic black and gold color scheme—vaguely representing his loyalty to his hometown of Pittsburgh, Pennsylvania. The KK Logo hat sold out very quickly, so get it while you can. If you want to browse KK items in-person, the website includes a store locator to find the nearest brick-and-mortar location where the items are found. It's a great way to say you love weed without a huge fan leaf on display.

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Roll like you've got money to blow. Make it rain! Smoking with **Benny Papers** by Empire Rolling, based in New York, makes you feel like a kingpin. Made with natural plant fibers and using nontoxic vegetable oil coloring, each note is "Empire Size" at 4.2 inches long—making them perfect to roll fatties with. They look almost identical to actual currency, just a bit smaller and are completely legal. Each wallet contains 20 perforated filter tips included with each resealable wallet—sticker included! If you're not a rolling pro, don't forget to check out Benny Cones as well, available in multiple packs.

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The **Marley Natural Water Pipe** perfectly combines utility and design, with sustainably sourced black walnut and hand-blown borosilicate glass. The flush-fit, five-hole downstem and ice pinch are designed to soften draws of smoke and ease your lungs. The removable wood smoke chamber connects to the water pipe's beaker base, allowing maintenance of the piece. Keep it as a collectible, or as a quality pipe that's highly functional. Bob Marley himself smoked out of a Jamaican chalice, a coconut bong with plastic tubing, but today you can support his family estate by buying directly from Marley Natural.

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INCREASINGLY INQUISITIVE

Gummy Bears, COVID and Hempcrete

What is the “gummy bear problem?” I love gummies, no problem!

-Violet Beauregarde

Edibles that resemble popular treats for kids have captured the media’s attention. We all want to reserve cannabis for adults. State laws emphasize that

cannabis edibles should not have a cartoon or words like “candy” on the label. Given their price, most parents are careful in general about where they leave their edibles. Nevertheless, any time a child ends up in the emergency room, we’re bound to hear about “the problem.”



My friend said that CBD cured her COVID. Any chance it’s true?

-Ill Bestie

CBD at higher doses (300–600mg) can lower the anxiety associated with the fear of getting COVID. Research in petri dishes suggests that it might have promise helping fight other viruses (like hepatitis), but no clinical trials with real humans support the idea yet. Rest, exercise, and eating right... well, I don’t *want* to sound like your mom.

My botany professor said that a new study showed that sativa and indica are really the same. No way, right?

-Flora Gardner

That new study showed that many are mislabeled. Strains sold as sativa and

strains sold as indica were indistinct genetically. Two strains with the same name were genetically unrelated. I’m sure that growers do their best, but not every sativa is going to fit the stereotypes of energy and delight. Not every indica will be a sleep aid, either. Perhaps we are expecting too much variation from a single species.

Is hempcrete for real or is it just for hippie houses?

-Bob “The Builder”
Bunyon

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DOPE RIDER

HIS STASH EMPTY, HIS HORSE LAME, A FORLORN FIGURE TRUDGES THE LONG MILES INTO TOWN.

A WHOLE DAY WITHOUT BUD! HOW COLORLESS AND BLEAK IT ALL IS.

I FEEL LIKE I'M IN ONE OF THOSE OLD NOIR MOVIES.

PAUL KIRCHNER

AN OFF-KILTER WORLD OF BAD VIBES AND STRESSED-OUT PEOPLE.

I FEEL THE NEED-- THE NEED FOR WEED!

ROBERT MITCHUM! YOU GOT BUSTED FOR WEED IN THE '40S. CAN YOU HOOK A GUY UP?

ASK THE DOLL AT THE GIN MILL ON THE CORNER. I DON'T THINK THEY ALLOW ARMADILLOS IN THERE, THOUGH.

UH OH, SHE LOOKS LIKE ONE OF THOSE FEMME FATALES WHO'LL PLAY A GUY FOR A SAP AND THEN GIVE HIM THE SHIV.

DOPE RIDER! YOU LOOK LIKE YOU COULD USE A HIT.

AHH, BACK TO THE FUTURE.

RIGHT SIDE UP AND IN LIVING COLOR.

I, FOR ONE, AM GLAD TO BE OUT OF THE PAST. NOTHING THERE BUT CIGARETTES, FEDORAS, AND ANTI-ARMADILLO SENTIMENT.





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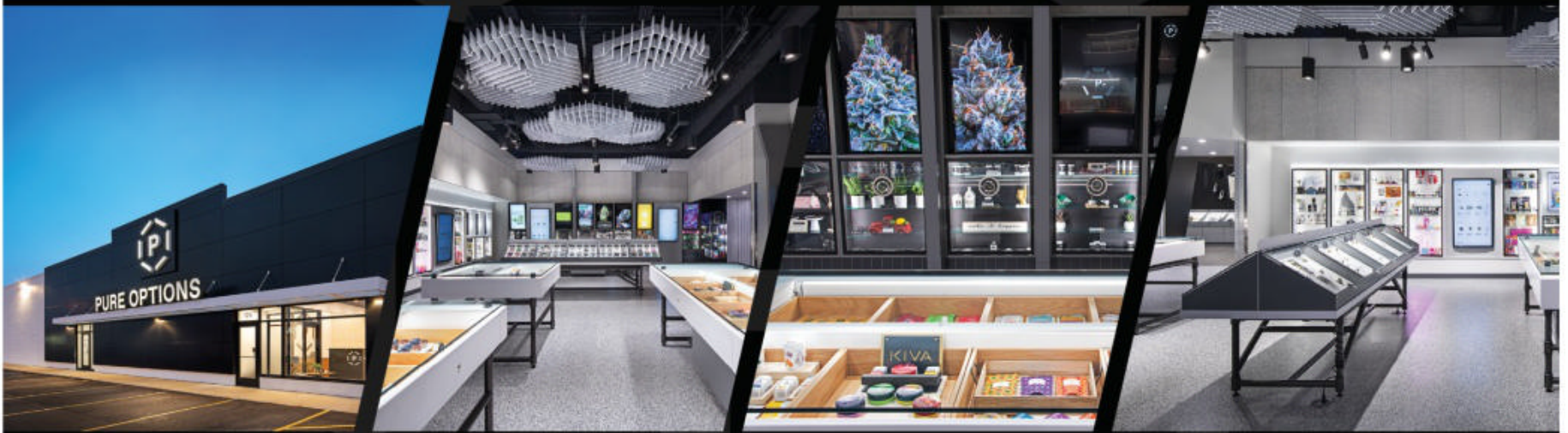
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